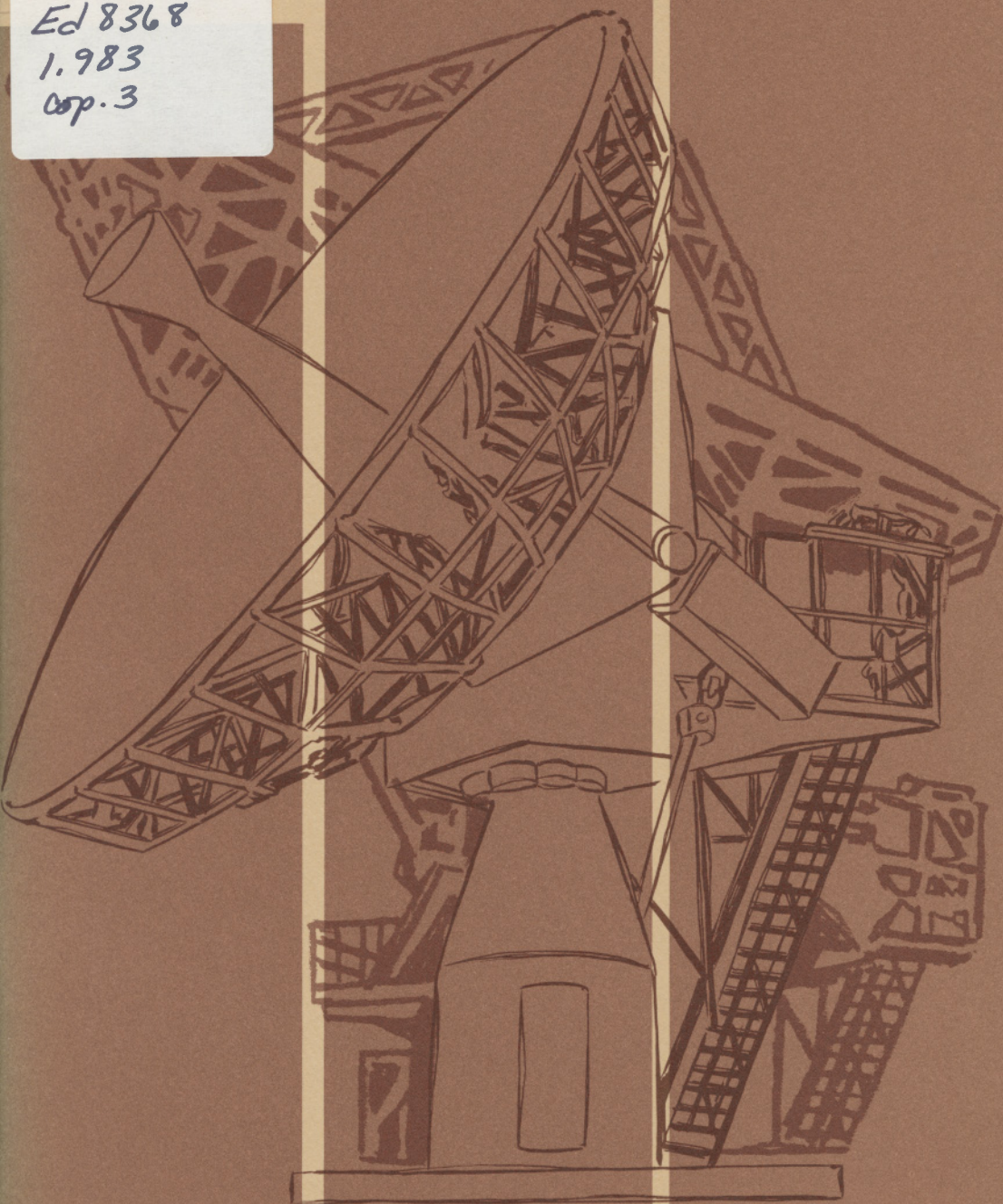


July 1, 1982 - June 30, 1983

Annual Report

Ed 8368
1.983
cop. 3



South Carolina
Educational Television Commission

ANNUAL REPORT
of the
SOUTH CAROLINA
EDUCATIONAL TELEVISION
COMMISSION

For The Fiscal Year
From July 1, 1982 to June 30, 1983

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I. OBJECTIVES

The South Carolina ETV Commission has a number of major objectives and responsibilities to the people of South Carolina. Despite past success in meeting these responsibilities, the Commission strives constantly to find more and better ways to fulfill its objectives. They include:

1. The Commission's primary responsibility is to provide instructional television lessons for use in all the schools of the state, whether elementary, secondary, institutions of higher learning, or technical training facilities.
2. A second responsibility is to provide comprehensive opportunities for the teachers of South Carolina to continue their professional education.
3. An additional responsibility is to provide continuing professional education for South Carolina citizens through the production and transmission of post-graduate courses in such fields as medicine, law, dentistry, pharmacy, law enforcement, correctional institutional training, food service, and any others as the need arises or is recognized.
4. A responsibility closely tied to the economic progress of the state is to provide educational television materials for the continuing training and education of business and industrial personnel.
5. An additional responsibility is to cooperate with all state agencies by providing ETV courses for higher education students, information programming for the public, training for agency personnel, and inter-agency communications.
6. A final responsibility inherent in any institution of education — whether it be a school, college, museum or television station — is to provide general information reflecting knowledge of an interest in the world.

II. SERVICES PROVIDED

ETV's Purposes and Services

The ETV Commission was created to provide comprehensive educational opportunities to all citizens of South Carolina.

Television provides the state with the means to distribute the highest quality educational materials in the most economical manner. It can be applied to all aspects of the state's educational system and can reach all geographic areas. In this way, the best possible educational opportunities are distributed to the widest possible population.

In addition, the ETV Commission is charged with applying other telecommunication systems to the state's educational objectives. The major areas of service of the Commission follow.

Instructional TV and Radio

The State Department of Education's Office of Instructional Television and Radio (ITV/R), through the S. C. Educational Television and Radio Networks, provides effective medial instruction to expand the curriculum experiences of students in K-12 throughout the state.

During 1982-83, South Carolina teachers were able to select from over 140 instructional television series which are transmitted to public schools over ETV's 10 broadcast channels and a closed-circuit system. There is a series for almost every subject in the nine major curriculum areas of instructional television.

The six FM stations of the S. C. Educational Radio Network broadcast more than 50 instructional radio courses for all grade levels, which like instructional television, meet Department of Education defined minimum program standards. Instructional radio adds a new approach to any topic and has a built-in benefit of teaching listening skills.

As a part of the ITV/R service, the principal of each school in South Carolina that uses ITV/R appoints a building coordinator to help teachers make the best use of both television and radio. Five utilization consultants work on the regional level with school administrators, building coordinators and teachers, and assist with workshops, teacher in-service and PTA projects.

As an additional service, ITV/R provides a variety of publications — all designed to assist the teacher to effectively use the ITV/R resources as valuable teaching tools with unlimited possibilities.

Staff Development Education for Teachers

A major facet of ETV's efforts in the field of continuing professional education is Staff Development programs for teachers, which provide a wide range of in-service educational opportunities. Teachers can use these programs in their schools or homes; some courses are also available for certification or college credit.

An independently-conducted teacher attitude survey showed conclusively that South Carolina teachers have a very positive attitude toward using ETV, and this attitude is reflected in the increasing number of teachers who have utilized Staff Develop-

ment courses to improve their teaching skills. In 1982-83 teachers took continuing professional educational courses on ETV.

Staff Development programs are scheduled each school day from 3:00-4:30 p.m. on ETV, with additional resources broadcast on Educational Radio. In 1982-83, there were 44 ITV and Radio Staff Development series and 59 program specials, for a total of 521 individual programs. In addition to teachers, programs were available for use by administrators, aides, custodians and school district staff members in a number of major areas, as listed below.

Several offices of the Department of Education used television and telephone talkback facilities for training of specific personnel. Other assistance to the Department of Education included on-site playing of programs by VTR machines at conferences and other special programming designed to meet individual teacher education needs.

ITV begins its telecast school year with ITV Preview Weeks, which include previews of all courses as well as staff development programs. Each month's daily Staff Development telecast schedules are mailed to schools in advance. For the 1982-83 school year, a Staff Development Resources and Schedule Booklet was also developed and distributed at the beginning of the school year.

Higher Education

During 1982-83, S. C. ETV broadcast 88 college credit courses on the open- and closed-circuit systems for 15 colleges and universities, including the University of South Carolina and its eight regional campuses (Aiken, Coastal Carolina and Spartanburg — four-year colleges; Beaufort, Lancaster, Salkehatchie, Sumter and Union two-year campuses); three technical education colleges (Orangeburg-Calhoun TEC, Piedmont TEC and Trident TEC); South Carolina State College, the Medical University of S. C. and the Rock Hill School District. Programming included locally-produced series, as well as those licensed from the PBS Adult Learning Service and acquisitions from other sources.

Nineteen courses were broadcast on the open circuit with a total enrollment of 909 students. Programming on the closed-circuit system comprised 69 courses, including two master's degree programs, one in business administration (MBA) and the other in engineering education (APOGEE) and selected courses in the following disciplines: astronomy, developmental disabilities, film, sociology, education, librarianship, English, and pharmacy. Enrollment in closed-circuit courses was 2,886, with a total on both the open- and closed-circuit systems of 3,795 students. These students represented segments of the general S. C. ETV audience and in-

cluded teachers studying for certification renewal, graduate and undergraduate students, businessmen and women and the informal learner.

Other activities in higher education included the development and implementation of a joint marketing effort by S. C. ETV and the University of South Carolina to offer for lease and/or purchase (5 year rights) those programs and series which the two agencies have co-produced. Co-productions include: JUMP OVER THE MOON, WRITER'S WORKSHOP, THE BASICS, CONVERSATIONS IN AMERICAN GOVERNMENT and AND THEN THERE WERE 13. (Also, WRITER'S WORKSHOP was broadcast nationwide as a part of the PBS Adult Learning Schedule in which over 200 public television stations and 600 colleges participated.) Two of the preceding five series have been leased by colleges and universities in Florida, Tennessee, Virginia and New Jersey. A nationwide mailing to 11,000 postsecondary institutions and libraries is expected to increase utilization. Almost all of the marketing procedures have computer and word processor programs which allow the department of higher education to quickly respond to responses requesting preview cassettes and ancillary print materials.

A number of proposals for the production of telecourses for use locally and nationally by colleges and universities were developed with independent producers. USA, a series of 13 60-minute programs on interpretive American history from 1865 to the present, was awarded \$400,000 by the Annenberg Project at CPB to produce a pilot program and treatments for two additional programs in the proposed series. Other telecourse series in various stages of development and funding include THE CHINESE: A TELECOURSE ON CHINA AND ITS PEOPLE; THE NEW SCHOOL OF JOURNALISM with *The Washington Post* offering its facilities and staff for production locations; WOMEN IN HISTORY, 13 dramatizations of American women, such as Juliette Low, Louisa May Alcott, Sojourner Truth and Mary Cassatt; and a telecourse based on the three seasons of the AMERICAN PLAYHOUSE productions which air regularly in the national PBS schedule.

Liaison with the colleges and universities included numerous activities which ranged from individual presentations on the new technologies and their educational applications to teleconferencing and video resource identification for special educational needs.

The director for higher education represents S. C. ETV on the SECA (Southern Educational Communications Association) Post-secondary Adult Learning Council's production consortium which is considering the production of an in-service telecourse for

junior/senior high school teachers of math (7-8 grades), which will upgrade not only the competency of teachers in the basic fundamentals of algebra and geometry but also provide them with methods in the teaching of math.

Medical Education

In 1982-83, approximately 1,400 medical programs of varying lengths were coordinated and distributed over ETV's closed-circuit lines to 29 teaching hospitals statewide, as well as to 15 viewing sites belonging to the Department of Health and Environmental Control (DHEC). Videotape and duplicating services, as well as consulting services on planning, design and production were provided.

1981-1982 saw continued innovation in the field of medical education. The two most exciting technologies used in this area were found in satellite telecommunications and instructional programming over ETV's unique two-way viewing system. In the former area, ETV participated in 12 satellite programs aimed at the medical profession.

ETV's unique two-way television system, which links four major teaching hospitals in Columbia, Spartanburg, Greenville and Charleston, was utilized for 41 medical specials during 1982-83. A typical program of this type would see physicians in Columbia meeting via live television with their peers in hospitals in other cities. This new dimension in programming has extended the effectiveness of televised learning one step beyond the improvements pioneered more than a decade ago when ETV added telephone talkback to many of its closed-circuit educational programs.

Technical Education

In 1982-83, the S. C. ETV Network produced and distributed 49 programs in conjunction with the State Board for Technical and Comprehensive Education. These programs included live productions with audio talkback, and audio-only teleconferences.

Videotape and duplication services were also provided, as well as consulting services in all areas of television planning, design and production.

Teleconferencing

This fiscal year has seen a significant increase in teleconferencing activity at S. C. ETV. Working in all forms of teleconferencing, S. C. ETV has become the busiest interactive program network in the United States. More than 463 one-way video, multi-point video,

satellite video and audio interactive projects were distributed by ETV this year. Teleconferences were produced for many professional continuing education groups, including two satellite videoconferences for the Institute of Electrical and Electronics Engineers.

Services to State Agencies

S. C. ETV provides a valuable service to other agencies and departments of state government by assisting with their internal training, informational and audio visual requirements. In 1982-83, ETV produced and duplicated 824 media-related products for state agencies. These included 53 closed-circuit programs, 27 public service announcements for television and radio, six slide-tape and multi-image programs, eight print products, and 730 products duplicated on videotape.

Another vital part of ETV's interaction with other state agencies is in the utilization of the closed-circuit system to hold meetings and workshops via electronic communications. Such meetings are directed by agency officials from ETV's headquarters in Columbia, while participants simply go to one of 75 centers in the state equipped with television talkback. Comments and questions from participants can be heard both in the Columbia studio and on the air at the regional centers. By eliminating travel time, per diem and energy costs for these meetings, it is estimated that ETV saves the state hundreds of thousands of dollars each year.

Services to Business and Industry

S. C. ETV's mandate to serve business and industry is fulfilled through a partnership with the Educational Resources Foundation (ERF), a non-profit, educational producer of industrial and business training programs.

ERF distributes over 30 programs with over 80 individual titles supported by extensive written materials designed to maximize the human resources of business and industry in a wide variety of areas ranging from textiles to metal working to hospitals. These programs are produced by S. C. ETV, and, while designed specifically to serve South Carolina, are also widely utilized across the nation and in many foreign countries.

Most such productions are done with the cooperation, input, and support of South Carolina, regional, or national associations. An example of this is ERF's newest project THE PATH OF LEAST RESISTANCE. A safety film about electrical hazards in industry, PATH was produced in cooperation with the Safety and Health

Committee of the South Carolina Chamber of Commerce. The film is supplemented by a leader's guide designed to assist in the utilization of the film.

Another example is a new training program currently undergoing field testing. SHOP MATH AND BASIC MEASUREMENT was co-produced with the Special Schools Division of the State Board for Technical and Comprehensive Education and is designed to teach a basic skill needed in virtually all industrial shops. It is designed to insure uniform competency and to reduce the time needed to reach that competency. To do this it employs video-driven learning modules, an extensive student workbook, and detailed leader's materials.

In coming years the Foundation will continue to develop as a major source for safety training resources. The emphasis on productivity through the Foundation's Productivity Task Force, which is closely aligned with the Governor's Council on Productivity, will be a central focus too. And the Foundation will meet new challenges with innovative video-driven training programs.

In the immediate future users of ERF materials can look forward to a two-part supervisory program on enforcing safety rules, a program now under development to assist industry in reducing back injuries, a new safety film concerned with handling chemicals in response to new OSHA regulations in this area, and a program for supervisors and workers concerned with the cost of accidents both to the company and to the individual in economic and human terms.

All of these achievements are in addition to the continued utilization of such widely used programs as MAKING IT WORK, a program produced for the Office of the Governor concerned with employability; THE PRODUCTIVITY CHALLENGE, produced in cooperation with the American Productivity Center and aimed at industrial human resources concerns; and ESSENTIALS: HOSPITAL AND HEALTH CARE MANAGEMENT, a program produced with the S. C. Hospital Association to train first line health care managers.

ERF continues to have as its goal to help meet the human resource development needs of South Carolina business and industry. Led by its Board of Trustees, made up of leaders from South Carolina business and industry, education, and government, and advised by a special advisory group representative of end users of its programs, the Foundation continues to develop as a resource to the state.

Law Enforcement Training

Through a unique service provided by ETV, South Carolina's law enforcement officers receive regular training to help them meet the challenge of increasingly complex law enforcement problems.

CRIME TO COURT, a monthly closed-circuit series on ETV, keeps officers abreast of the latest developments in their field.

Each month's program is broadcast three times in the month to TEC centers, schools and law enforcement offices across the state; police officers, magistrates and other law enforcement professionals gather at these locations to view the program with an instructor. A discussion period follows.

A booklet which accompanies each month's program restates the legal information and provides in-depth explanations and other related court decisions. These booklets are mailed to magistrates, police officers and members of the judiciary at a rate of approximately 5,000 per month; for the recipients they become a ready-reference tool, kept on file and used frequently.

CRIME TO COURT reaches approximately 4,500 individuals a month, offering a convenient and inexpensive method of continuing professional education for officers throughout the state. 1982-83 marked ETV's 17th year of service to law enforcement personnel, with 207 programs completed to date.

Current legal decisions, new techniques of enforcement and the latest procedural methods are part of the constantly updated arsenal of information used by South Carolina's officers through the CRIME TO COURT program to provide modern law enforcement protection to all of the state's citizens. ETV's law enforcement training program is helping South Carolina to develop the best-trained and best-informed officers in the country.

Regional Production Facilities

S. C. ETV has three stations with local production capabilities: WJWJ-TV, Channel 16 in Beaufort; WRJA-TV, Channel 27 in Sumter; and WNSC-TV, Channel 30 in Rock Hill. The primary function of these stations is to extend the broadcast signal to schools in areas too remote to receive adequate reception from other ETV stations.

In addition to extending all aspects of ETV's services to area residents, these stations have the capability to produce and distribute programming which meets the exact needs of local schools, communities and educational institutions. The closed-circuit tape and delay centers at each station provide more flexibility in scheduling for teachers, who can request ITV programs for closed-circuit

broadcast on the exact day and time which best suits their classroom needs. Tape and delay centers have greatly multiplied utilization of courses in local schools.

The regional stations were planned in cooperation with and are supported by their local communities, with the hosting community providing housing for each station's production studios. Local production capabilities enable these stations to respond to the specific needs of their area, in addition to providing residents with the finest state, regional and national programming available.

Because of their local production capabilities, each station is eligible for an independent Community Service Grant (CSG) from the Corporation for Public Broadcasting. In 1982-83, South Carolina received \$620,677 in CSG funds for support of these facilities. This funding is utilized to provide local services, thus relieving the state of this expense and reducing the burden of production by remote units from Columbia.

Since 1975 WJWJ-TV has been providing the people of Beaufort, Colleton, Hampton and Jasper counties with quality national public broadcasting service, local community programming and service to area state agencies, local governments and area community organizations. In the past year WJWJ-TV has expanded its service area to include counties as far away as Edgefield and Williamsburg.

Local programming service changed drastically after October of 1982 when the staff of WJWJ-TV was reduced by the equivalent of 10 full-time employees as a result of the mandated budget cuts implemented by the State Budget and Control Board. Prior to these reductions, WJWJ-TV produced between 10-12 half hours of local programming each week. This was reduced to just four half hours after the reduction in force.

WJWJ-TV's local productions include HEALTHWAYS, produced in cooperation with Beaufort Memorial Hospital; and LIFESTYLES, a co-production with the Clemson University Extension Service which provides valuable consumer information. Following the reduction in force, 16 IN THE LOW COUNTRY was created to meet the other programming needs of the station.

Early childhood development and industrial development were new areas of production assigned to regional stations after the reduction in force. WJWJ-TV co-produced with WRJA-TV in Sumter over 40 hours of lectures and workshops during the 1983 Southern Alliance of Children Under Six (SACUS) conference. These recordings are to be edited and utilized by day care centers and agencies involved with early childhood education throughout South Carolina.

S. C. ETV through its regional stations has made a commitment to

create industrial development presentations which can in turn be used by the local development entities in helping attract new business and industry to their areas. WJWJ-TV is currently working on four such presentations and expects to produce others in the future.

WJWJ-TV continued production services to other state agencies, local government entities and community organizations throughout the year. An orientation program to the state's new Employee Performance Management System was recorded in Beaufort for personnel and made available to other state agencies for use by their employees. Productions were also completed for the following agencies and area governmental bodies: S. C. Land Use Resources, Beaufort Technical College, Beaufort-Jasper Comprehensive Health, Colleton County schools, Colleton County Historical Society, Beaufort Friends of the Library, and the Beaufort-Jasper Career Education Center.

Specials produced by WJWJ-TV this fiscal year include three musical programs featuring the Savannah Symphony Orchestra, the Widespread Jazz Orchestra and a Piccolo Spoleto concert. All three programs were recorded in the Beaufort Waterfront Park. Another special served as the pilot for the Beaufort-Jasper Comprehensive Health Service; it dealt with patient education. The special, NAILS, which stands for New Adventures in Learning Strategies, looked at this national program designed to improve reading skills through behavior modification and character building.

The Beaufort station also provided production services for the S. C. Department of Education's Office of ITV/R. WJWJ-TV recorded three workshops which will be used for the ITV Office's In-Service Teacher Training Program. The station also worked closely with the ITV Regional Coordinator in helping to serve the local schools in the area.

WRJA-TV serves the people living in Calhoun, Clarendon, Darlington, Florence, Kershaw, Lee, Sumter and Williamsburg counties. The station is heavily involved in providing educational services to state agencies, institutions of higher learning and area primary and secondary schools.

Two important initiatives for this year have been the production of industrial development programs and early childhood education programs, geared to the professional and non-professional. A 16-part early childhood instructional series entitled CALICO PIE, was produced by WRJA-TV. Industrial development programs have been produced for Marion, Horry, and Fairfield counties and Lake City.

WRJA-TV meets the needs of the communities in its viewing area through the local series, COMMUNITY ACCENT, which provides information about the activities of local area schools and significant community events.

WRJA-TV has worked closely with its area technical college, Sumter TEC, to provide both radio air time and TV studio time for "hands-on" lab experience for students enrolled in the school's broadcast program.

The Sumter station also provided production assistance to the Kershaw County Library in the production of their grant-funded series, A FEW MOMENTS TO SHARE BOOKS.

For the state agencies, WRJA-TV produced specialized programs for the S. C. Department of Vocational Rehabilitation and General Services during 1983.

South Carolina's Eastern Piedmont Region is served by WNSC-TV. WNSC-TV broadcasts primarily in York, Chester and Lancaster counties; however, in order to better serve the need for education and industrial development projects, WNSC-TV has expanded its effort for non-broadcast material to include all counties across the northern tier of South Carolina.

WNSC-TV has been very active throughout the fiscal year. The station has maintained an average of 15 on-going projects while continuing to serve schools, colleges, TEC Centers and industry in the areas of information, education and industrial development.

For the fifth consecutive year, WNSC-TV produced THE WINTHROP CHALLENGE. This series of 26 programs is produced in cooperation with Winthrop College and airs statewide. Other projects co-produced with Winthrop include a 26-part instructional geology series, THE THIRD PLANET, and IS COLLEGE FOR ME, an on-location drama, used to help recruit minorities.

Several projects were completed for the schools in the area, including a three-part series produced in cooperation with the York County Nature Museum on the history of the Catawba Indians. Another series of three programs was produced for the CYCLU-W Consortium on HOW TO USE A LIBRARY. This dramatic presentation was produced at Clover High School.

WNSC-TV also produced THE CEDAR SPRING STORY, a documentary on the South Carolina School for the Deaf, Blind and Multi-handicapped in Spartanburg. Other productions included: an early childhood education special made in Pendleton; three programs at vocational schools in Spartanburg County and one program for Spartanburg School District #5; a documentary on the making of the CBS mini-series CHIEFS in Chester, S. C.; and in the

area of industrial development, a program profiling certain South Carolina cities.

S. C. ETV in Columbia and WNSC-TV jointly produced STRETCH WITH PRISCILLA, 65, 30-minute programs to air on the Cable Health Network. WNSC-TV, in cooperation with York Technical College, completed the second year of a teleproductions college credit course. WNSC-TV personnel and facilities were used to make this innovative course possible.

Educational Radio Network

Main channel programming provides instructional broadcasts each weekday from 8:30 a.m. to 3:00 p.m. Teacher staff development programming is also offered. Early morning, late afternoon and evening broadcasts bring informational, educational and cultural materials to the general public.

During early 1982 South Carolina was one of six national test markets for the pilot in a projected instructional radio series called RADIO FREE DODO. This series was produced by the Southern Educational Communications Association in the studios of S. C. Educational Radio. S. C. ERN also provided the nation's listeners with music from the Spoleto Festival once again. The SPOLETO CHAMBER MUSIC programs were distributed nationwide on American Public Radio.

In 1982 work began on another season of MARIAN McPARTLAND'S PIANO JAZZ. The award-winning series will make its debut for the fourth time on National Public Radio in October, 1983.

In addition to producing programs for NPR, S. C. ERN provided a variety of programs for local and statewide audiences through the production facilities of each station. These programs ranged from daily news and weather updates to symphony performances, consumer reports and public affairs series.

The six radio stations — WSCI-FM/Charleston, WEPR-FM/Greenville, WLTR-FM/Columbia, WNSC-FM/Rock Hill, WRJA-FM/Sumter and WJWJ-FM/Beaufort — forming the S. C. Educational Radio Network will be joined in the near future by a seventh currently under construction in Conway.

Instructional Radio for the Public Schools

In February 1976, instructional radio began a full school day broadcast schedule for grades K-12 with 20 courses offered over S. C. ERN through the State Department of Education's Office of Instructional Television and Radio.

Although a relative newcomer to South Carolina, instructional radio has been a part of the educational communications industry nationwide for some time. The first station, WHA, was established in Madison, Wisconsin in 1919. Internationally, radio is used as an instructional tool in Canada, Great Britain, India, Japan, Sweden, Africa, Korea, Australia and Thailand.

S. C. ERN, via its six 100,000-watt stereo stations strategically located throughout South Carolina, broadcasts six and one-half hours each school day, thereby providing more hours of instructional radio for more students in one month than most other state instructional radio stations offer in one term or quarter.

Through the uniqueness of the medium, radio has been used successfully to teach subjects ranging from mathematics and mechanical drawing to dental hygiene and music appreciation. Indeed, radio makes several special contributions to the learning experience. It involves the student by stimulating his imagination, helps to teach listening skills, brings immediacy to the classroom, implements the newest curriculum approaches, and permits a variety of formats.

Instructional radio is designed to be a flexible medium to fit in with the varied types of classroom arrangements, approaches and schedules that exist across the state. Radio can be used with a group of students with common needs. Grade levels for series are never announced on the air, so the teacher is encouraged to select advanced levels for the gifted and appropriate programs from lower levels for students with learning deficiencies. Radio brings a pleasant experience to those students who have learning disabilities. There is no pressure to read and write during a radio broadcast. As long as a child has adequate hearing, radio can be a successful experience for students on all levels.

One of the most popular aids in the utilization of instructional radio is the listening station with headphones. Many radios have an audio output jack which enables a group of students to listen to a program while the teacher works with another group. Jacks can be added to radios easily and inexpensively. If the teacher has taped a program during its broadcast, listening stations can be used with audio tape recorders.

Large-group listening is appropriate with many instructional radio programs, and teachers may find that the dramatic format of many programs sparks lively post-broadcast discussions.

A total of over 55 instructional radio series were offered over S. C. ERN during school year 1982-83. All but three series, CATCH ON, NEWS LINE and IT'S YOUR WORLD, were acquired from other instructional radio producers and were evaluated by stu-

dents, teachers, administrators and curriculum consultants to ascertain their effectiveness and relevance for South Carolina. All offerings received the approval of the S. C. Board of Education.

In school year 1982-83, 40 percent of the state's schools reported active utilization of instructional radio.

In 1982-83, there were 56 instructional radio series offered over S. C. ERN with 1,224 lessons.

In-service (teacher professional development) programs showed continued use in the 1982-83 school year, with an average of nine programs broadcast monthly.

Educational Radio for the Blind

A unique service for blind and visually-impaired citizens of South Carolina is being offered through a joint effort of the S. C. Educational Radio Network and the S. C. Commission for the Blind. Known as Educational Radio for the Blind, this programming is broadcast over a sub-channel of the six S. C. ERN stations and is obtainable by way of a specially-tuned, fixed-frequency receiver issued to qualified individuals by the Blind Commission.

Volunteers assist a four-person staff at the Commission for the Blind in preparing broadcasts designed to offer as much contemporary printed matter as possible to legally blind individuals who do not have access to the printed word. Broadcasts include readings from several daily state newspapers and other local, state and national publications, as well as chapter-by-chapter readings from selected books and magazines. Listeners can hear programs on career and employment information, consumer tips, information on household repairs, recipes, self-defense techniques and home study courses. Special programs for women, senior citizens and children are a regular part of the schedule as are programs dealing specifically with the problems, challenges and technological advancements for the blind.

Educational Radio for the Blind is on the air Monday through Friday from 6:00 a.m. to 11:00 p.m.; Saturday from 9:00 a.m. to 10:00 p.m.; and Sunday from 9:00 a.m. to 6:00 p.m., a total of 107 hours each week.

The first sub-channel receivers were issued to blind listeners in 1973 when WEPR-FM (90.1) began programming in the Greenville area. Today this special network for the blind is heard statewide from transmitting towers in Sumter (WRJA-FM/88.1), Rock Hill (WNSC-FM/88.9), Charleston (WSCI-FM/89.3), Beaufort (WJWJ-FM/89.9), Greenville (WEPR-FM/90.1), and Columbia (WLTR-FM/91.3). Currently the Commission for the Blind has issued over

1,200 receivers and has an estimated listening audience of over 1,500 persons.

Statewide Weather Service

In December 1976, South Carolina became the second state in the nation to have a statewide information system. Operated by the National Weather Service (NWS) in conjunction with ETV, this service offers continuous weather information to South Carolinians as well as emergency weather warnings.

The service is transmitted from seven radio stations located at ETV stations around the state; these stations are part of a system being installed nationwide by the Commerce Department's National Oceanic and Atmospheric Administration (NOAA), parent agency of NWS. The stations transmit on one of three different frequencies; broadcasts can be received on inexpensive "weather band" receivers or on multiband AM/FM receivers that include the weather frequency.

The NOAA round-the-clock broadcasts include the latest weather observations and forecasts, river and flood forecasts, special weather reports for agriculture and, most importantly, immediate warnings to the public of such hazardous conditions as tornadoes and hurricanes. "Warning alarm" receivers — an especially valuable device for schools, hospitals, nursing homes, public safety agencies and news media offices — are available which sound an audible alarm automatically (as activated by an internal signal from NWS) when threatening conditions exist.

The NOAA Weather Radio System is the sole government-operated radio system to provide warnings directly into citizens' homes of both natural disaster and enemy attack. In the event of such enemy attack, the NOAA system would supplement warnings by sirens and commercial radio and television.

III. COMMUNICATIONS SYSTEM

The Closed Circuit Network

To cover the entire state, South Carolina ETV's closed-circuit network utilizes telephone company microwave and cable facilities to transmit programs from the ETV Center in Columbia exclusively to the approximately 405 schools, hospitals, police departments, TEC centers, USC regional campuses and other institutions connected to the cable system.

This combination of microwave and coaxial cable, which reaches every county in the state, has the potential of telecasting six different programs simultaneously and can be in operation 24 hours a day.

Since secondary schools have a curriculum of approximately 83 different courses with a variety of class schedules, their need for a flexible ETV schedule is obvious. Multi-channel transmission provides that flexibility. Multi-channel means that more than one signal can be carried simultaneously in the same cable. All TV sets connected to the closed circuit can receive any of the programs that are being transmitted at any given time — by simply turning the channel selector.

During school hours, ETV reserves its closed-circuit, multi-channel system for transmitting in-school series for secondary schools. ETV can offer a number of repeats and a wide selection of courses, at times broadcasting up to 11 programs simultaneously. The availability of a televised resource at a time when it can be used by the classroom teacher is of the utmost importance. Multi-channel telecasting capability offers school officials the opportunity to build a schedule that more closely meets students' needs.

With the variety of courses that are offered, students in different classes and on different grade levels can study through ETV simultaneously. The flexibility which multi-channel provides is also essential in offering repeats of each course.

In the South Carolina system, closed circuit is programmed only for the secondary schools and adult education, in such areas as business, teacher in-service, medicine, law enforcement, or Master's degree study. As can be seen, multi-channel is essential even during the evening hours because of the large amounts of channel time taken up by some of these efforts. Medical education alone could easily take a full-time exclusive channel, and post-graduate degree courses require so much channel time that more than one channel is essential now that different degree programs are offered.

Demonstration projects conducted in Greenville, Florence and Darlington counties proved conclusively that multi-channel transmission is essential for effective utilization of ETV by secondary schools. When service in these areas was expanded to four channels, enrollment increased significantly.

The Open Circuit Network (Public Television)

Broadcast Television Stations

South Carolina ETV's broadcast television stations now number ten:

WITV, Channel 7, Charleston
WEBA, Channel 14, Allendale-Barnwell
WNTV, Channel 29, Greenville
WJPM-TV, Channel 33, Florence-Darlington
WRLK-TV, Channel 35, Columbia
WJWJ-TV, Channel 16, Beaufort
WHMC-TV, Channel 23, Conway
WRJA-TV, Channel 27, Sumter
WNSC-TV, Channel 30, Rock Hill
WRET-TV, Channel 49, Spartanburg

All of these channels are devoted to elementary school instructional programming during the school day. Although only one program may be telecast over each channel at any given time, broadcast television stations can be received within a wide range without the need for special cables. Thus over 800 elementary schools are served by these stations.

The first five stations listed (Ch. 7-35) carry one broadcast schedule during Instructional Television hours (8:30 a.m. - 3:00 p.m.), while the other five carry an entirely different Instructional Television schedule. This scheduling allows those schools and individuals in areas receiving more than one ETV station a choice of times for their favorite course or program.

After the school day has ended, these stations broadcast programs designed especially for teachers. At home or at school, teachers can watch courses in special interest areas or even complete certification or college credit courses. All stations carry the same broadcast schedule after 4:00 p.m. on weekdays and on weekends, with Ch. 16, 27 and 30 occasionally breaking away from the main schedule to air local programming.

Broadcast television also offers unlimited opportunities for providing services to the general public. The home viewer can receive informative and interesting cultural and public affairs programming, and interested citizens can stay home or gather in

groups for training or in-service programs for business, industrial or professional personnel. College credit courses are also available for at-home viewing, and thousands of the state's citizens can annually earn higher education credits without traveling to university campuses or disrupting their professional and personal lives in order to continue their graduate or undergraduate college education.

Public Television Programming

Public television continues to provide South Carolinians with the most extensive array of television programs in the nation, serving informational, cultural and educational needs of all citizens of the state. Public television on S. C. ETV is funded in part by an annual federal appropriation administered by the Corporation for Public Broadcasting and by corporate and viewer donations to the ETV Endowment of S. C.

Public Affairs Programming

In 1982-83, the S. C. ETV Public Affairs Department was responsible for 270 half-hour programs on subjects as diverse as the State House, politics, business, education, consumer affairs, science and health.

OPENLINE, ETV's weeknight public affairs series, continues 13 years of live, statewide programming which offers viewers the opportunity to call in questions and comments free from any part of the state. ETV's closed circuit system was used to regularly include guests live from Charleston, and Clemson University was added to the interconnect system as well, allowing guests to appear live on OPENLINE from Clemson. Plans call for the addition of Greenville and Spartanburg as OPENLINE changes its name to CAROLINA JOURNAL in the new fiscal year 1983-84.

STATE HOUSE WEEK began its second year as the most comprehensive television coverage in South Carolina of activities of the legislature and government. ETV crews were on hand every day for critical debate and committee hearings.

Special coverage included a documentary shot on location in Rome and Spoleto, Italy, following the week in which South Carolinian Joseph Bernardin, Archbishop of Chicago, was made a Cardinal. Additional documentary coverage of Michael Tecklenburg, a young man deaf since birth, was broadcast over PBS and provided numerous parents encouragement that their deaf children can live full lives in a hearing world.

Cultural Affairs Programming

ETV produced several musical specials this year for South Carolinians' enjoyment. They included SUMMER MUSIC, a remote telecast of the final program of the 1982 Brevard Music Festival; A SZYMANOWSKY CENTENNIAL and A KODALY CELEBRATION, both celebrating the 100th anniversary of the composers' births; A HAYDN COMMEMORATIVE, performed by the USC Concert Choir and the Columbia Philharmonic; and A CHORAL CHRISTMAS CARD, produced in cooperation with the S. C. Educational Radio Network.

In the area of dance, a one-hour documentary about television choreography called DANCERS AND DIRECTORS was produced, along with RED, WHITE AND BLACK, a mini-series about ethnic dance in America. TO DANCE FOR GOLD was taped at the International Ballet Competition in cooperation with ABC and Mississippi ETV and presented nationally on PBS.

The mini-series DEBUT, which introduces young concert artists, returned this year for a third season. Six half hour programs were distributed regionally through SECA.

Premiering this year was ART'S THE THING, a weekly magazine on the fine and performing arts in South Carolina.

Minority Programming

The mainstays of minority programming on S. C. ETV are the weekly series FOR THE PEOPLE and JOBMAN CARAVAN. FOR THE PEOPLE serves as a bridge to more harmonious race relations with programs ranging from interviews with noted blacks and profiles of people in the community to expanded hour formats on contemporary issues. An important feature in the last three years has been the introduction of toll-free telephone lines which has enabled viewers to call in questions and offer comments to studio guests.

JOBMAN CARAVAN is a job-oriented series with young people as its target audience. It mixes entertainment with job profiles, success stories, consumer information and advice from national and local figures.

Regional and PBS Programming

Other public television offerings produced by the staff at the Network's main headquarters in Columbia and the regional stations in Beaufort, Rock Hill and Sumter include STEPPIN' OUT, ACCENT EDUCATION, 27 TONIGHT, 16 REPORT, THE WINTHROP CHALLENGE, NATURESCENE and OPENLINE.

ETV productions and co-productions presented nationally on PBS this year included THE SUN DAGGER, THE WORLD OF JAMES JOYCE, MAN OF LETTERS and FESTIVAL, SPOLETO U.S.A. SIX-GUN HEROES and ACTION-PACKED CLIFFHANGERS were offered regionally through SECA.

PBS favorites continue to be WALL STREET WEEK, WASHINGTON WEEK IN REVIEW, FIRING LINE, NATIONAL GEOGRAPHIC SPECIALS, AMERICAN PLAYHOUSE and GREAT PERFORMANCES.

S. C. ETV's commitment to provide the state's children with quality programming is evident in the many morning and afternoon hours devoted this year to SESAME STREET, MISTER ROGERS and THE ELECTRIC COMPANY.

The popular "how-to" shows offer South Carolinians the opportunities to improve their skills in such areas as woodworking, music, art, cooking, gardening, yoga and home repair. The ETV productions TO LIFE! YOGA WITH PRISCILLA PATRICK, THE GARDEN SPOT and PAINTING WITH ILONA draw dozens of letters from viewers each week. Other favorites include THE LAST CHANCE GARAGE, THIS OLD HOUSE, THE MAGIC METHOD OF OIL PAINTING and THE WOODWRIGHT'S SHOP.

National Weather Service (NOAA) and SECA

During times of severe weather, from hurricanes to snow and sleet, S. C. ETV will continue to respond quickly to get needed information out to all South Carolinians. The Associated Press Newswire Service and the National Weather Service enable the Network to impart vital information to viewers whenever necessary to public interest or welfare.

S. C. ETV is also the public television headquarters for the largest regional television network in the United States: the Southern Educational Communications Association (SECA). SECA is composed of 120 radio and television stations. ETV's programming and engineering staffs assist SECA with the transmission of dozens of programs each week via WESTAR I. ETV has one of eight regional satellite uplinks in the country that can transmit programs to the WESTAR I satellite for use by the Public Broadcasting Service and other broadcast stations.

Television Programming Summary

ETV telecasts an average of 201 programs or 80.12 hours per day on its open and closed circuit systems.

At any hour of the day, multiple programming is originating from ETV's Master Control area. During the school day, for instance, CONRAD may be on one circuit while GETTING THE WORD, MULLIGAN STEW and BIOLOGY are being transmitted on other circuits to the schools at the same time. To generate efficiency and flexibility in programming and program delivery to the schools, ETV's Traffic Department utilizes modern computer technology. Computers prepare yearly lesson schedules, daily operating schedules, and information for daily playback equipment usage. Computer data cards actually start videotape equipment and switch the correct lesson to the appropriate circuit at the precise time it is needed.

This sophisticated technology facilitates the presentation of all ETV programming to meet the needs of South Carolina and its citizens. The depth, diversity and direct application of outstanding television programming to these needs makes S. C. ETV the unrivaled leader in its field. No other ETV system in the world can match ETV's multiple programming delivery.

There can no longer be any doubt that educational television is a positive and powerful instrument for the upgrading of education at all levels. At this particular time in the development of education in South Carolina, educational television can play a major role. With the rapid changes taking place in subject matter and its increased complexity, ETV is capable of providing vast resources to the state's teachers thus helping them immeasurably in their efforts to provide uniformly excellent educational opportunities to all students. ETV can strengthen education at all levels and insure the availability of uniform learning resources and standards, something that cannot be guaranteed in any other way.

The era of satellite programming has increased the total capability of the S. C. ETV system, with multiple channels to and from PBS WESTAR. The satellite circuits interconnect with ETV's Master Control System to form one of the most complex programming systems in the world. Daily uplink programs for the Southern Educational Communications Association (SECA) Network originate from S. C. ETV to PBS WESTAR.

Educational Radio Summary

In September 1972, the first of a planned statewide network of FM radio stations signed on in Greenville. By 1980-81 six stations were in full broadcast operation: WEPR-FM, 90.1, in Greenville; WSCI-FM, 89.3, in Charleston; WRJA-FM, 88.1, in Sumter; WLTR-FM, 91.3, in Columbia; WNSC-FM, 88.9, in Rock Hill; and WJWJ-

FM, 89.9, in Beaufort. All stations are tall-tower, high-powered stereo outlets.

Despite the enormous capabilities of ETV's statewide open circuit and multi-channel closed circuit television stations, requests for service from groups throughout the state are rapidly expanding. Educational radio provides an additional means of satisfying these needs.

Thoughtful selection of services and uses for radio can enhance the medium's unique capabilities, and its possible limitations as a communications device are balanced by radio's ease, flexibility and low production costs. Some instructional courses, such as music and literature, are ideally suited for radio. S. C. Educational Radio is continually being improved and upgraded, and the multi-channel approach can be carried over from television to allow special "closed circuit" radio programming. In South Carolina, the use of a radio sub-channel to provide programming for the visually handicapped offers a unique service to the state.

Satellite Communications

Satellite transmissions provide a larger variety of program choices, a better quality sound and picture and a reduced cost in sending or receiving programming over long distances.

Satellite telecommunications systems are made up of two parts: an "uplink" and a "downlink." In the uplink mode, television programs are beamed from special origination terminals, such as the one located at ETV headquarters in Columbia, to a satellite orbiting in space. In the downlink mode, these programs are then relayed instantaneously from the satellite to special receivers on the ground.

ETV has been a pioneer in the use of satellite communications, making the first transcontinental satellite broadcast ever attempted in early 1970. This demonstration helped the National Aeronautics and Space Administration determine to proceed with plans to make satellite time available to educational television stations on a trial basis.

In cooperation with the Southern Educational Communications Association, ETV was a test site for sending and receiving programs via NASA's Communications Technology Satellite (CTS) from December 6, 1976 until June 1979. Programs were sent from ETV to 10 stations in eight Southern states every other day via CTS. On alternate days, the satellite was used for experiments in Canada. Participating stations would ship program material to ETV for distribution throughout the region. This resulted in increased choices

of programming material for both the classroom and home viewers in South Carolina.

In 1977, ETV also became a receiving site for the ATS-6, a satellite which gave access to the Appalachian Regional Council. This satellite has been utilized for special regional meetings and for transmission of special courses for teachers. This operation was switched to the SatCom 1 satellite in early 1980. ETV is working with the Appalachian Regional Council towards sharing its many programming resources with states from New York to Alabama within the Appalachian region.

Beginning in 1978, ETV completed installation of antennas in Columbia, Beaufort, Rock Hill, Sumter, Conway, Spartanburg and Greenwood to receive programs from the Public Broadcasting Service (PBS) via the WESTAR satellite. Provided with funds made possible by the Corporation for Public Broadcasting, the Kresge Foundation and the Ford Foundation, these antennas enable ETV to receive up to four different programs from PBS simultaneously. Quality of picture and sound is greatly improved, especially for the Beaufort, Rock Hill and Sumter stations, which formerly received signals via land lines from Columbia which had already traveled by ground lines from Washington, D. C.

In addition to receiving programs from WESTAR, ETV is also one of the few public television entities across the nation capable of transmitting programs to the satellite for transmission nationwide. ETV feeds this satellite with programs virtually every day for use in various parts of the country.

In 1982, ETV became the uplinking point for the national instructional television schedule. An average of seven daily hours of ITV programming is fed via satellite Monday through Friday to PBS stations across the country.

Additionally, S. C. Educational Radio is connected to the National Public Radio Satellite System by an uplink in Columbia and downlinks in Columbia and Charleston.

ETV will continue to explore uses of satellite communications, thus assuring that South Carolinians will be among the first in the nation to enjoy the benefits of this communications advance, utilizing tomorrow's technology to improve education today.

IV. EVALUATIONS OF ETV

South Carolina System Praised

Many leaders in education and broadcasting have commended the accomplishments of the South Carolina ETV system. In a recent visit to South Carolina, Alan Pifer, president of the Carnegie Corporation, said, "Everywhere we go, we are told that South Carolina is the model for what educational technology should and can do in meeting educational needs of our changing society. What you are doing here, from satellite transmission to the broad use of electronic technology, makes you truly a pioneer in educational broadcasting." Chairman of a task force which is studying public broadcasting, Pifer visited the ETV Center in Columbia as part of a nationwide study to reassess the role of public broadcasting in answering the nation's informational and educational needs.

Public Broadcasting Service (PBS) President Lawrence K. Grossman said, "I am amazed at the amount of programming you are transmitting here in South Carolina through your open and closed-circuit networks. It's easy to see why you have been acknowledged the leader in educational broadcasting for so long. The rest of the country is just beginning to catch up."

Dr. Alvin E. Eurich, then Director of the Fund for the Advancement of Education, commented: "South Carolina has the basis and blueprint for what educational television needs to bring about a healthy revolution in the American education system." Dr. William L. Bowden of the Southern Regional Educational Board said, "You have overwhelmed me. A miracle has been performed in South Carolina. My whole concept of the use of television will have to be substantially changed."

Studies Commend ETV Achievement

Carnegie Commission Study

Virtually every study involving South Carolina ETV has come out with very positive reports and recommendations. The *Carnegie Commission Study* of ETV stated, "It is clear that there resides in television the power to make massive contributions to formal education." The report pointed to South Carolina as the outstanding example of a statewide system.

ETV Audience Surveys

An *ETV Audience Survey*, conducted by the University of South Carolina's College of Journalism in the spring of 1977, indicated that 62 percent of South Carolina families queried watch ETV. The

survey was conducted in seven communities — Columbia, Charleston, Greenville, Florence, Sumter, Beaufort and Allendale-Barnwell. In contrast, an earlier survey showed 50 percent of Columbia households watched ETV. Recent coincidental surveys and samplings for individual programs also indicate that ETV viewership is on an upward trend. A special statewide survey on the highly successful, award-winning *JOBMAN CARAVAN* indicated that 70 percent of the target audience watched the series.

The Governor's Management Review Commission Report

The most intensive recent study of the South Carolina System has been undertaken by the Governor's Management Review Commission. It endorses the work of ETV in the past and expresses extremely positive recommendations for improving ETV facilities and extending the economic advantages of ETV throughout the state through the extension of additional closed-circuit multi-channel transmission capabilities.

American Education Article

An article in the April 1979 issue of *American Education* magazine stated that, "Today, ETV is an undeniable fact of life in South Carolina. Many citizens . . . turn to the educational channel for entertainment as routinely as they do the commercial stations." The article also stated that even though South Carolina was "... indeed an unlikely ETV pioneer . . . the fact remains that somehow South Carolina spearheaded the movement which was to turn television into the most powerful educational tool of the century."

Metropoll Survey

In the 1979 *Metropoll Survey of Columbia, Charleston and Greenville-Spartanburg*, it was stated that "When compared to the four other state agencies (S. C. Department of Parks, Recreation and Tourism; S. C. Department of Consumer Affairs; S. C. Highway Department; S. C. Department of Wildlife and Marine Resources), ETV ranks first among respondents rating each agency in all metropolitan areas, with the exception of Greenville-Spartanburg." In Columbia, 85.4 percent of respondents to this poll rated ETV as "good" or "excellent"; in Charleston, 83.1 percent of respondents rated ETV in these two categories; and in Greenville-Spartanburg, 78.6 percent rated ETV's services as "good" or "excellent."

Carnegie Commission Report on the Future of Public Broadcasting

In the second *Carnegie Commission Report*, it was stated that "with strong support from the state, the South Carolina ETV Network has developed one of the nation's most sophisticated and extensive telecommunications systems. South Carolina ETV produces and delivers public television and radio programming to virtually the entire state. It also employs multichannel closed-circuit television to interconnect 250 secondary schools as well as 130 hospitals, police departments, universities, and technical centers. The radio network provides both general and instructional programming as well as SCA services for the blind. South Carolina ETV is also exploring integration of commercial cable television operations into the total system to expand audience viewing options."

Charlotte Observer Article

In a feature story done on the South Carolina ETV Network in *The Charlotte Observer*, Larry Grossman, the president of the Public Broadcasting Service, stated: "The South Carolina ETV Network is an extraordinary system known throughout the world as one of the pioneers in instructional and educational television, and now in public television.

"That state (South Carolina) is the most advanced in the country in public and educational television."

South Carolina Business Article

In the premiere issue of *South Carolina Business*, the magazine published a feature on the ETV Network citing its programs and services which help business and industry in the state. "... ETV contributes notably to the state's economic development," according to the magazine.

TarHeel Magazine Feature

In its June 1981 issue, *TarHeel* ran the story: "South Carolina Educational Television: How It's Done Elsewhere." The article stated, "... the South Carolina Educational Television network has wrought a revolution in public broadcasting the scope of which is being felt not only in the Palmetto State, but internationally as well." Said Larry Grossman, president of PBS, in the feature, "The technological sophistication and progressive nature of its [S.C. ETV's] approach to education and enrichment is unexcelled."

Island Packet Feature

In a feature story appearing in the March 17, 1983 issue of the *Island Packet*, one of ETV's public affairs programs STATEHOUSE WEEK was spotlighted. According to the article: "STATEHOUSE WEEK is the only program available to South Carolinians that provides such extensive coverage of the daily activities of the state legislature and regular viewers will be among the few South Carolinians who know not only what's happening newswise, but also why."

The State Article

In an article which ran in the September 26, 1983 issue of *The State* newspaper, ETV's teleconferencing ability was noted: "South Carolina Educational Television is a forerunner in teleconferencing. But it didn't expect the response it received to its latest teleconference, which will originate in Columbia Thursday and be transmitted to more than 200 Public Broadcasting Service facilities. The teleconference, which takes advantage of the state's advanced broadcasting capabilities, will involve registrants from as far away as Alaska and Hawaii. Such teleconferences are bringing top-name business talent to the state while generating revenues for S. C. ETV at the same time."

V. UTILIZATION TABLES

TABLE 1

ETV Programming for a Typical Day

Type of Programming	Hours Per Day	Percentage of Broadcast Day
Public School	43:26	54.1%
Teacher Staff Development	1:25	1.7%
Professional Education	7:25	9.2%
College Credit	14:05	17.5%
General Education	7:50	9.7%
Children	2:30	3.1%
Public Affairs	2:00	2.4%
Other	1:30	2.0%
TOTAL	80:12	100.00%
TOTAL NUMBER OF PROGRAMS: 201		

TABLE 2

Utilization of ITV Services 1982-83 (Total Course Enrollment)

Public Schools (411,137 Individuals in 144 TV Courses)	
Total Course Enrollment	2,098,616
Public Schools (35,486 Individuals in 56 Radio Courses)	
Total Course Enrollment	67,851
Staff Development Education for Teachers	5,646
College Credit Enrollment	3,795
Medical Personnel (closed circuit only)	8,100
Law Enforcement Officers (monthly)	4,500
Basic Adult Education	134
All for 1.2 percent of the state's educational budget.	

TABLE 3
Television Course Enrollment Summary
Grades K-12

Subject Area	No. of Courses	Total Course Enrollment
Language Arts (Reading, Writing, Literature, Foreign Languages) . . .	39	702,611
Mathematics	14	127,349
Science	23	321,166
Social Studies	34	549,655
Art	4	68,947
Music	9	107,774
Physical Education, Health and Safety	14	178,204
Vocational Education	5	26,842
Environmental Studies	2	16,068
	144	2,098,616

TABLE 4
Radio Course Enrollment Summary
Grades K-12

Subject Area	No. of Courses	Total Course Enrollment
Language Arts	22	37,131
Social Studies	12	9,957
Physical Education, Health and Safety	6	7,090
Science	3	2,898
Mathematics	1	416
Voc. & Career Education	6	2,785
Music	5	7,293
Environmental Studies	1	281
	56	67,851

TABLE 5
Instructional Television Utilization

Total Course Enrollment*	
1978-1979	1,618,906
1979-1980	1,885,203
1980-1981	1,978,785
1981-1982	2,145,544
1982-1983	2,098,616
Individual Student Enrollment**	
1978-1979	333,282
1979-1980	357,572
1980-1981	386,198
1981-1982	405,622
1982-1983	411,137
Total Schools Using	
1978-1979	907
1979-1980	928
1980-1981	971
1981-1982	995
1982-1983	1,005

TABLE 6
Instructional Radio Utilization

Total Course Enrollment*	
1979-1980	85,931
1980-1981	81,017
1981-1982	79,986
1982-1983	67,851
Individual Student Enrollment**	
1979-1980	40,189
1980-1981	40,349
1981-1982	42,308
1982-1983	35,486
Total Schools Using	
1979-1980	420
1980-1981	458
1981-1982	482
1982-1983	455

* This enrollment figure represents the total number of course exposures to students; thus a student who takes two courses is counted two times.

** This figure counts the student only one time, regardless of how many courses he or she may view.

TABLE 7

**INSTRUCTIONAL TELEVISION
COURSES BY GRADE LEVELS**

PRESCHOOL
Celebration Holiday
Special
Holiday Viewing
Ripples
School Bus Safety

GRADE 1
About Books: Primary
Celebration Holiday
Special
Clyde Frog Show
Common Cents
Dragons, Wagons & Wax
Gather Round
Hands On 1
Holiday Viewing
It's Your Move
Let's Draw
Number Train
Pennywise
Readalong 1
Ripples
School Bus Safety
The Letter People
Time for Sounds 1
Two Plus You
Under the Blue Umbrella
Words Are for Reading

GRADE 2
About Books: Primary
All About You
Celebration Holiday
Special
Common Cents
Dragons, Wagons & Wax
Gather Round
Hands On II
Harmony
Holiday Viewing
It's Your Move
Let's Draw
Math Patrol II
Pennywise
Readalong 2
Ripples
School Bus Safety
The Electric Company
The Wordshop
Time for Sounds 2
Under the Yellow
Balloon

Words Are for Reading
Writing Time

GRADE 3
About Books: Primary
All About You
Animals & Such
Baseball with Bobby
Richardson
Dragons, Wagons & Wax
Freestyle
Gather Round
Hands On III
Harmony
Holiday Viewing
It's Your Move
Let's Draw
Math Patrol 3
Music and Me
Pennywise
Readalong 3
Readit
Sandlapper's Corner
School Bus Safety
The Draw Man
The Electric Company
The Inside Story of Slim
Goodbody
The Wordshop
The Write Channel
Under the Yellow
Balloon

Words Are for Reading
Writing Time

GRADE 4
About Books:
Intermediate
America Counts
Animals & Such
Baseball With Bobby
Richardson
Bookbird
Bread & Butterflies
Cover to Cover I (The
Best of)
Freestyle
Finding Our Way
Getting to Know Me
Hands On IV
Highfeather
Holiday Viewing
Images and Things

Inside/Out
It Figures
It's Your Move
Mathmakers II
Math Patrol II
Math Relationships
Measuremetric
Mulligan Stew
Music
Music and Me
Odyssey
Our Living Language
Read All About It
School Bus Safety
The Draw Man
The Electric Company
The Inside Story of Slim
Goodbody
The Inventive Child
The Write Channel
3-2-1 Contact
Time for Sounds 4
Trade-Offs
Truly American
Understanding Our
World
What's In The News?

GRADE 5
About Books:
Intermediate
America Counts
American Legacy
Baseball with Bobby
Richardson
Bread & Butterflies
Cover to Cover I (The
Best of)
Cover to Cover II (The
Best of)
Creative Dramatics
Finding Our Way
Freestyle
Getting to Know Me
Hands On V
Highfeather
Holiday Viewing
Images & Things
Inside/Out
It's Your Move
Mathmakers II
Math Matters
Math Patrol 3

Math Relationships
 Measuremetric
 Modern Math
 Mulligan Stew
 Music
 Odyssey
 Our Living Language
 Potpourri
 Read All About It
 School Bus Safety
 Self Incorporated
 Storybound
 The Draw Man
 The Inside Story of Slim
 Goodbody
 The Inventive Child
 The Metric System
 The Wordsmith
 Think About
 3-2-1 Contact
 Time for Sounds 4
 Time for Sounds 5
 Trade-Offs
 Truly American
 Understanding Our
 World
 Vegetable Soup
 What's In the News?
 Zebra Wings

GRADE 6

About Books:
 Intermediate
 America Counts
 American Legacy
 Baseball with Bobby
 Richardson
 Bread & Butterflies
 Conrad
 Cover to Cover II (The
 Best of)
 Creative Dramatics
 Double Dribble
 Finding Our Way
 Freestyle
 Getting the Word
 Getting To Know Me
 Guitar
 Highfeather
 Holiday Viewing
 Images & Things
 Inside/Out
 It's Your Move
 Mathmakers II
 Math Matters
 Math Relationships
 Measuremetric
 Modern Math
 Mulligan Stew

Music
 NatureScene
 Newspaper
 Odyssey
 Our Living Language
 Ourstory
 Potpourri
 Read All About It
 School Bus Safety
 Self Incorporated
 Soup To Nuts
 Storybound
 The Draw Man
 The Inventive Child
 The Metric System
 The Wordsmith
 3-2-1 Contact
 Think About
 Time for Sounds 5
 Trade-Offs
 Truly American
 Tuned In
 Understanding Our
 World
 Vegetable Soup
 What's In The News?
 Write On
 Zebra Wings

GRADE 7

About Science
 Adventures of the Mind
 A Matter of Fact
 A Matter of Fiction
 America Counts
 Bread & Butterflies
 Community of Living
 Things
 Conrad
 Creative Dramatics
 Double Dribble
 Experiences in Music,
 Drama and Dance
 Finding Our Way
 Getting the Word
 Getting to Know Me
 Guitar
 Highfeather
 Holiday Viewing
 Images & Things
 Inside/Out
 Life Science
 Math Matters
 Modern Math
 Mulligan Stew
 NatureScene
 News
 Newspaper
 Old World Background

Ourstory
 Poetry Alive
 Potpourri
 School Bus Safety
 Self Incorporated
 Soup to Nuts
 The Draw Man
 The Inventive Child
 The Metric System
 The Short Story
 The Wordsmith
 Truly American
 Tuned In
 Vegetable Soup
 Weather Matrix
 Write On
 Zebra Wings

GRADE 8

About Science
 Adventures of the Mind
 A Matter of Fact
 A Matter of Fiction
 America Counts
 Conrad
 Double Dribble
 Experiences in Music,
 Drama & Dance
 Finding Our Way
 Getting the Word
 Getting to Know Me
 Give and Take
 Guitar
 Highfeather
 Holiday Viewing
 Math Matters
 Modern Math
 NatureScene
 Natural Science Special
 News
 Newspaper
 Old World Background
 On the Level
 Ourstory
 Poetry Alive
 Potpourri
 School Bus Safety
 Self Incorporated
 Soup to Nuts
 The Metric System
 The Palmetto Special
 The Shortstory
 The Universe & I
 The Wordsmith
 Truly American
 Tuned In
 Vegetable Soup
 Weather Matrix
 What On Earth

Workshop Hints
Write On
Zebra Wings

GRADE 9

About Science
Adventures of the Mind
Advocates in Brief
A Matter of Fact
America
America Counts
Art America
Career Counseling
Conrad
Double Dribble
En Francais
Environmental Studies
Experiences in Music,
Drama and Dance
Getting the Word
Give and Take
Government-Politics-
Citizenship
Guitar
Here's To Your Health
Holiday Viewing
Humanities
NatureScene
News
Newspaper
Old World Background
On the Level
Ourstory
Physical Science
Poetry Alive
School Bus Safety
Search For Solutions
Secondary Grammar
The Right Way
The Short Story
Understanding Our Taxes
United States History
Workshop Hints
Write On
Zarabanda

GRADE 10

About Science
Adventures of the Mind
Advocates in Brief
America
America Counts
A Matter of Fact
Art America
Biology and Ecology
Career Counseling
Dimension in Science:
Chemistry

Dimension in Science:
Physics
Double Dribble
En Francais
Environmental Studies
Equal Justice Under Law
Experiences in Music,
Drama & Dance
Geometry
Getting the Message
Give & Take
Government-Politics-
Citizenship
Guitar
Guten Tag
Guten Tag, Wie Geht's
Here's To Your Health
Holiday Viewing
Humanities
Introducing Biology
NatureScene
News
Newspaper
Old World Background
On The Level
Ourstory
Poetry Alive
School Bus Safety
Search For Solutions
Secondary Grammar
The Right Way
The Shakespeare Plays
The Short Story
Understanding Our Taxes
United States History
Ways of the Law
Workshop Hints
Write On
Zarabanda

GRADE 11

About Science
Adventures of the Mind
Advocates in Brief
America
America Counts
American Enterprises
Art America
Career Counseling
Dimensions in Science:
Chemistry
Dimensions in Science:
Physics
Double Dribble
Environmental Studies
Equal Justice Under Law
Experiences in Music,
Drama & Dance

Geometry
Getting the Word
Government-Politics-
Citizenship
Guitar
Guten Tag
Guten Tag, Wie Geht's
Here's To Your Health
Holiday Viewing
Humanities
Introducing Biology
News
Newspaper
Old World Background
On the Level
Ourstory
Poetry Alive
Psychology 101
School Bus Safety
Search For Solutions
Secondary Grammar
Short Story Showcase
The Right Way
The Shakespeare Plays
The Short Story
Understanding Our Taxes
United States History
Ways of the Law
Workshop Hints
Write On
Zarabanda

GRADE 12

About Science
Advanced Mathematics
Adventures of the Mind
Advocates in Brief
America
America Counts
American Enterprise
Art America
Career Counseling
Dimensions in Science:
Chemistry
Dimensions in Science:
Physics
Double Dribble
Environmental Studies
Equal Justice Under Law
Experiences in Music,
Drama & Dance
Getting the Word
Government-Politics-
Citizenship
Guitar
Guten Tag, Wie Geht's
Here's To Your Health
Holiday Viewing

Humanities
Introducing Biology
News
Newspaper
Old World Background
On The Level
Ourstory
Poetry Alive

Psychology 101
School Bus Safety
Search For Solutions
Secondary Grammar
Short Story Showcase
The Right Way
The Shakespeare Plays
The Short Story

Understanding Our Taxes
United States History
Ways of the Law
Workshop Hints
Write On
Writing For A Reason
Zarabanda

TABLE 8

STAFF DEVELOPMENT EDUCATION FOR TEACHERS

***New for 1982-83**

ADULT EDUCATION

Update: Adult Education
Writing, Reading, Adult Progress
(WRAP)

CAREER EDUCATION (8-12)

Achieving Success As An Individual —
Frederick Jefferson*
Evaluation of Career Education
Programs
History of Women — Justice
O'Connor*

**CERTIFICATION RENEWAL CREDIT
COURSES (1-12)**

Basic Education: Teaching the Adult
Getting the Message (Remedial
Reading)
Interaction*
Science in the Elementary School: Life
Science
Science in the Elementary School:
Physical Science

COLLEGE CREDIT COURSES (K-12)

Basic Education: Teaching the Adult
(EDCO 804)
The Basics: New Approaches to
Essential Skills (EDEL 520)
Oceanus: The Marine Environment*
Utilization of Instructional Television
and Radio in Education

CUSTODIAL TRAINING

Custodial Training

DISCIPLINE (K-12)

Current Trends in Discipline —
Dr. Combs
Discipline and Delinquency —
Dudley Flood

Discipline and Delinquency —

Gordon Raley
Laws Related to Education —
Preventative Approaches To
Discipline — Norman Gross
Legal Rights of Students and Teachers
— Mr. Davis
With Discipline, You're The Same
Except Double

**EARLY CHILDHOOD EDUCATION
(K-3)**

All In The Game
Cognition*
Cross Cultural Approach to
Cognition*
Foundations of Mathematics
Foundations of Reading and Writing
Foundations of Science
Steve Glenn Speaks to Parents*
Let's Get Started: 1st Grade Readiness
What I Did for Love*

EDUCATION OF THE HANDICAPPED

Art for the Handicapped*
Can You Hear the Sunshine? (Hearing
Impaired)
Communications Disorders: Programs
and Services
A Different Understanding
Educational Programming for
Orthopedically Handicapped
Hearing Officer Training
Mainstreaming — An Alternative for
the Learning Disabled
Mainstreaming — Dr. Virginia Brown
The Puzzle of Autism
Rainbow's End
Three to Get Ready*

GIFTED & TALENTED (1-12)

Gifted Children — Dr. Lindsey
How Do The Gifted Grow?
Leadership Giftedness — Dr. Lindsey
Options For Excellence: Advanced Placement
Special Programs For Special People: Gifted & Talented

GUIDANCE (K-12)

About Bread & Butterflies
About Inside/Out
Adlerian Counseling Theory
Cipher in the Snow
The College Connection
Feelings
Guess Who's Pregnant? Update*
Guidance in the Elementary Schools
Guidance in the Secondary Schools
Handling Stress — Dr. Rigdon*
History of Women — Justice O'Connor*
Reading, Writing and Reefer
The Teacher as Advisor

HEALTH EDUCATION (K-12)

An Idea in Tune With the Times
Breakfast at School
Feelings
History of Women — Justice O'Connor*
Lunch At School Is In
Reading, Writing and Reefer
Powerhouse (Series)*

HOME ECONOMICS (7-12)

Footsteps
Guess Who's Pregnant? Update*
Look At Me II

HUMAN RELATIONS TRAINING

(K-12)
Cipher in the Snow
Feelings
Go Ahead and Teach, You Don't Bother Me None — Dr. Flood
Handling Stress — Dr. Rigdon
Hello, I Need To Tell You Something
Invitation to Learn/Succeed: Dr. Purkey
Motivation: Harry Wong (LET I)
Motivating Teachers and Students: Don Tubbs
They're Demanding Quality Education: Don Tubbs
Believing in Children — Dr. Seigel*

INDIVIDUALLY GUIDED EDUCATION

Believing in Children — Dr. Seigel*
Charlie and the Golden Hamster
IGE Overview
The Open Classroom (Alternatives in Education)
Options: Secondary School IGE
The Principal and IGE
Somebody Special
The Teacher and IGE
Think Kids

ITV UTILIZATION (K-12)

The Electronic Classroom
Excerpts of 1982-83 ITV Series*
ITV and Radio Utilization Survey Overview*
Previews of 1983-84 Series*
Report To ITV/Radio Advisory Councils*
Role of the Building Coordinator*
Staff Development Resources: An Overview*
Teaching With Television
TV and Radio Equipment
Teleconference*
VTR Operator Training
Welcome Back To School*

LANGUAGE ARTS/READING

The Art of Storytelling — Augusta Baker*
Craft (Content Reading Approaches for Teachers)
Foundations of Reading and Writing
Getting The Message (Remedial Reading) (Series)
One Foot Forward in Reading
Poetry Alive
The Teaching of Handwriting

LIBRARY/MEDIA CENTER (K-12)

The Art of Storytelling — Augusta Baker*
Happiness is Literacy — Dan Fader
Library Newsletter*
The Open Door: Secondary Media Services
The Swinging Door: The Elementary Media Center

MATH (K-12)

Adventures of the Mind (Personal Computers)
Foundations of Mathematics
Getting Back to the Basics in Math*

MUSIC EDUCATION (K-12)

Music Does Fit Into Back to Basics
Update: Music Education*

PARAPROFESSIONALS (K-12)

Teaching: A New Dimension (Teacher Aides)
Part I, II, III

PARENT EDUCATION (7-12)

Footsteps
Guess Who's Pregnant? Update*
Steve Glenn Speaks to Parents*
Look At Me II
Movin' Right Along*
Parents As Partners — Alvin Granowsky
Reading, Writing and Reefer
Together We Teach: PALS
TV Dinners

SCHOOL BUS SAFETY (K-12)

The Bus Stops Here
Reason Enough

SCHOOL MANAGEMENT (K-12)

Alternatives in Education
Breakfast At School
Custodial Training
Effecting Change — Dr. Duvall*
Focus on Education
Steve Glenn Speaks to Parents*
Let's Get Started: 1st Grade Readiness Activities
Legal Rights of Students and Teachers — Mr. Davis
Lunch At School Is In
Motivating Teachers and Students: Don Tubbs
Options For Excellence (Advanced Placement)
The Principal and IGE
Together We Teach: PALS
Update: Department Report*
School Administrators' Guide for ITV/Radio 1982-83*

SCIENCE (K-12)

Environmental Education — Doug Echols
Foundations of Science
Oceanus: The Marine Environment*
Science in the Elementary School: Life Science
Science in the Elementary School: Physical Science

SERIES UTILIZATION (K-9)

About Ripples
About Bread & Butterflies
About Inside/Out
About Thinkabout
About Trade-Offs
Electric Company special
Friday Specials
American Legacy*
Career Counseling*
Harmony*
Here's To Your Health*
High Feather*
Palmetto Special
Pennywise*
Readit*
Tuned In*
Images and Things
Inside Inside/Out
Ripples
Teachers' Concerns About Using Inside/Out
Using Bread & Butterflies
Using Thinkabout
Zebra Wings for Teachers
It Figures
Introducing Give & Take*
The Inventive Child — Overview*

SOCIAL STUDIES (K-12)

About Trade-Offs
Environmental Education — Doug Echols
Introducing Give and Take*
Money & Job\$
Under the Yellow Balloon Teacher Program
Under the Blue Umbrella Teacher Program

TESTING PROGRAMS (K-12)

Improving Your SAT Scores*
Minimum Competency Testing Special
Read, Set . . . Go!: Training for Cognitive Skills Assessment Battery
Scoring With Parents
Testing 1 . . . 2 . . . 3
Utilization of Statewide Test Results

TEACHING TECHNIQUES (K-12)

Alternatives in Education
The Basics: New Approaches To Essential Skills
Classroom Management — Dr. Gary Houmes
Cognitive Taxonomy In the Classroom

Let's Get Started: 1st Grade Readiness Activities
 Motivating Teachers and Students: Don Tubbs
 Poetry Alive
 Teaching: A New Dimension
 Teaching With Media: How ITV?*

Teaching With Media: Why ITV?*

Together We Teach: PALS

The Art of Storytelling — Augusta Baker*

Believing in Children — Dr. Seigel*

TELEVISION PRODUCTION TECHNIQUES (7-12)
 The Sight and Sound of Videotape Production

VOCATIONAL EDUCATION (7-12)
 Training for the World of Work (Focus on Education)

TABLE 9

Instructional Radio Utilization

	1982-83	1981-82
Schools Using	455	482
Instructional Radio		
Students	35,486	42,308
Series Enrollment	67,851	79,986
Instructional Radio		
Teachers	1,016	1,120
Instructional Radio		
Classes	3,122	3,548
Number of Radio Sets	1,849	1,794

TABLE 10

Instructional Radio Courses by Grade Levels

KINDERGARTEN	GRADE 2	
The Better To Listen With	The Better To Listen With	Listening To My Feelings
Healthy, Well-Fed and Wise	Catch A Sound	Mathematics Plus
Moving Free	Healthy, Happy and Wise	Movin' Free
Old Tales and New	Healthy, Well-Fed and Wise	Old Tales and New
We're All Ears	Listening To My Feelings	Read Me The Comics
	Mathematics Plus	Spell Down
	Moving Free	The Spider's Web
	Old Tales and New	Tools
	Read Me The Comics	We're All Ears
	We're All Ears	Who Cares?
GRADE 1	GRADE 3	GRADE 4
The Better To Listen With	The Better To Listen With	Act It Out
Catch A Sound	Catch A Sound	American Folk Tales
Healthy, Happy and Wise	Healthy, Happy and Wise	If You've Got A Dime, You've Got A Choice
Healthy, Well Fed and Wise	Healthy, Well-Fed and Wise	Learn To Listen
Listening To My Feelings		Listening/4
Moving Free		Living In Colonial America
Old Tales and New		
Read Me The Questions		
We're All Ears		

Makers Of The American Revolution
 Meet Barney Bookworm
 Myths and Legends
 Our American Leaders
 Science and The Count
 Speakout
 Speak Up, Speak Out
 Spell Down
 The Spider's Web
 Tools
 Turn On Your Ears
 Who Are The Americans?
 Who Cares?
 Wise Choice II

GRADE 5

Act It Out
 American Folk Tales
 If You've Got A Dime,
 You've Got A Choice
 Learn To Listen
 Listening/4
 Living In Colonial
 America
 Makers Of The American Revolution
 The Man and His Music
 Meet Barney Bookworm
 Myths and Legends
 Private Eye On The Environment
 Science With The Count
 Speakout
 Speak Up, Speak Out
 Spell Down
 The Spider's Web
 Turn On Your Ears
 Up To Your Ears
 Who Are The Americans?
 Who Cares?
 Wise Choice II

GRADE 6

Act It Out
 American Folk Tales
 Catch On
 Discover Yourself,
 Discover A Career
 If You've Got A Dime,
 You've Got A Choice
 It's Your World
 Learn To Listen
 Listening/4
 Living In Colonial
 America

Makers Of The American Revolution
 The Man and His Music
 Meet Barney Bookworm
 Myths and Legends
 News Line
 Peopleworks
 Private Eye On The Environment
 Speakout
 Speak Up, Speak Out
 Spell Down
 The Spider's Web
 Turn On Your Ears
 Twentieth Century
 Science
 Up To Your Ears
 Whatcha See, Is Whatcha Get

Who Are The Americans?
 The Wild, Wacky,
 Wonderful, Whizbang
 Word Emporium
 Wise Choice II

GRADE 7

Catch On
 Discover Yourself,
 Discover A Career
 It's Your World
 Makers Of The American Revolution
 The Man and His Music
 Myths and Legends
 News Line
 Peopleworks
 Private Eye On The Environment
 Spell Down
 The Spider's Web
 Twentieth Century
 Science
 Whatcha See, Is Whatcha Get
 Who Are The Americans?
 The Wild Wacky,
 Wonderful, Whizbang
 Word Emporium

GRADE 8

Catch On
 Discover Yourself,
 Discover A Career
 It's Your World
 Makers Of The American Revolution

The Man and His Music
 News Line
 On The Level
 Peopleworks
 Private Eye On The Environment
 Sound Ideas
 Spell Down
 Twentieth Century
 Science
 Whatcha See Is Whatcha Get
 Who Are The Americans?
 The Wild, Wacky,
 Wonderful, Whizbang,
 Word Emporium

GRADE 9

Conversations With Will
 Shakespeare and
 Certain Of His Friends
 Developmental Issues
 Discover Yourself,
 Discover A Career
 The Familie Baumann I
 Inquiry: The Justice
 Thing
 It's Your World
 Makers Of The American Revolution
 The Man and His Music
 Music . . . What About It?
 News Line
 On The Level
 Peopleworks
 Private Eye On The Environment
 Shakespeare: Portraits In
 Sound
 Shakespeare's Prologues
 Sound Ideas
 Twentieth Century
 Presidents
 The World Of F. Scott
 Fitzgerald

GRADE 10

Conversations With Will
 Shakespeare and
 Certain Of His Friends
 Developmental Issues
 The Familie Baumann I
 Hats In The Ring
 Inquiry: The Justice
 Thing
 It's Your World
 Man and Molecules

Music . . . What About It?
 News Line
 On The Level
 Shakespeare: Portraits In
 Sound
 Shakespeare's Prologues
 Sound Ideas
 Twentieth Century
 Presidents
 The World Of F. Scott
 Fitzgerald

GRADE 11

Conversations With Will
 Shakespeare and
 Certain Of His Friends
 Developmental Issues
 The Familie Baumann I
 Hats In The Ring
 Inquiry: The Justice
 Thing

It's Your World
 Man and Molecules
 Music . . . What About It?
 News Line
 On The Level
 Shakespeare: Portraits In
 Sound
 Shakespeare's Prologues
 Sound Ideas
 Twentieth Century
 Presidents
 The World Of F. Scott
 Fitzgerald

GRADE 12

Conversations With Will
 Shakespeare and
 Certain Of His Friends
 Developmental Issues
 The Familie Baumann I
 The Familie Baumann II

Hats In The Ring
 Inquiry: The Justice
 Thing
 It's Your World
 Man and Molecules
 Music . . . What About It?
 News Line
 On The Level
 Shakespeare: Portraits In
 Sound
 Shakespeare's Prologues
 Sound Ideas
 Twentieth Century
 President
 The World Of F. Scott
 Fitzgerald

TABLE 11

Higher Education Course Enrollment Summary

Subject Area	No. Of Courses	Total Course Enrollment
College Credit At Home (Open Circuit)	19	909
Master's in Business Administration	17	957
Master's in Engineering and Science	38	969
Pharmacy Program	1	8
Additional College Credit (Closed Circuit) . . .	12	824
Teleconference (UG Engineering — VUEE) ..	1	128
	88	3,795

VI. AWARDS

- National Academy of Television Arts and Sciences 1969-1970 Station Award
- National Academy of Television Arts and Sciences 1970-1971 Station Award
- National Academy of Television Arts and Sciences 1974 Emmy for INSIDE/OUT (Instructional Television)
- National Conference of Christian and Jews Mass Media Brotherhood Award
- Ohio State Award for SPORTSMANLIKE DRIVING
- Ohio State Award for ELECTRONICS AT WORK
- Ohio State Award for CHEMISTRY
- Ohio State Award for SOUTH CAROLINA HISTORY
- Ohio State Award for IT'S A NEW SOUND
- Ohio State Award for THE GIFT OF THE MAGI
- Southern Educational Communications Association Award for Outstanding Instructional Television for THE GIFT OF THE MAGI
- Alfred P. Sloan Radio-TV Award for Distinguished Public Service in Highway Safety
- Southern Educational Communications Association Award for Excellence in Instructional Programming
- Southern Educational Communications Association Certificate of Merit for Public Television Programming
- American Express Police Science Award for the South Carolina ETV Law Enforcement Training Program
- U. S. Department of Health, Education, and Welfare Citation for Outstanding Contribution to Health Mobilization Program
- Corporation for Public Broadcasting Award for Excellence in Community Relations
- American Automobile Association Commendation for SPORTSMANLIKE DRIVING
- National Federation of Music Clubs Award of Merit, 1971
- National Federation of Music Clubs Award of Merit, 1974
- South Carolina Education Association School Bell Award
- American Society for Training and Development Public Service Award for EFFECTIVE SUPERVISION
- Ohio State Award for VANISHING TOWNS
- The Scripps-Howard Foundation Award, 1974
- Southern Educational Communications Association Award for Creative Production for PLAY IT AGAIN, UNCLE SAM, 1974-1975

Southern Educational Communications Association Award for Best Public Television Program for *PLAY IT AGAIN, UNCLE SAM*, 1974-1975

Southern Educational Communications Association Award for Community Service for *PLAY IT AGAIN, UNCLE SAM*, 1974-1975

Southern Educational Communications Association Certificate of Merit in Public Television Programs for *VANISHING TOWNS*

March of Dimes Certificate of Appreciation

The Public Television Library Certificate of Recognition for *VANISHING TOWNS*

The Association for Educational Communications and Technology of South Carolina's Annual Outstanding Program Award for the program *CERTIFICATE RENEWAL AND GRADUATE CREDIT IN-SERVICE FOR TEACHERS*

International Paper Company Award for Excellence for Creative Accomplishments in the Field of Graphic Arts, for publication of *ETV Guide* and *1975-76 ITV Resources Book*

Columbia Communicating Arts Society, First Place, Documentary Film Division, in First Annual Show, for *A FOREST IS WHERE YOU GROW IT*

South Carolina Commission for the Blind's Outstanding Benefactor to the Blind Award

South Carolina Association for Educational Communications and Technology, Award for Educational Programming for the Blind

Eleventh Chicago International Film Festival's Silver Plaque Award for *THE RENAISSANCE MAN*

Columbia Advertising Club Addy Award for *THE NEW LIFE*, 1976

Southern Educational Communications Association Award for Best Public Television Series for *STUDIO SEE*, 1975-1976

Southern Educational Communications Association Award for Best Creative Production in Instructional Television for *THE JOURNEY*, 1975-1976

United States Industrial Film Festival's Certificate for Creative Excellence for *REASON ENOUGH*

Freedom Foundation's Valley Forge Certificate of Honor for the nine-film series *FREE ENTERPRISE ECONOMICS*, 1975

American Society for Training and Development, Honorable Mention for *FREE ENTERPRISE ECONOMICS*

International Paper Company Certificate of Excellence for publication of *A Garden for All Seasons*

Printing Industry of the Carolinas Association, Second Place Award for the poster, "Bike Back into the Revolution"

Columbia Advertising Club Addy Award, First Place for the film *Long Road Home*, 1977
 Columbia Advertising Club Addy Award, Citation of Merit for the poster, "The Booze Game," 1977
 George Foster Peabody Broadcasting Award, 1976, for the radio series AMERICAN POPULAR SONG WITH ALEC WILDER & FRIENDS
 American Advertising Federation's Third District Addy Award, First Place for *Long Road Home*, 1977
 Southern Educational Communications Association Special Certificate of Merit for STUDIO SEE
 American Advertising Federation National Award, Citation of Excellence for *Long Road Home*, 1977
 Charleston County Public Schools Distinguished Volunteer Award to WSCI-FM
 South Carolina Education Association, School Bell Award, to SEVEN30, 1977
 South Carolina Broadcasters Association, Certificate of Appreciation to WJWJ-TV
 Printing Industry of the Carolinas, second place Award for Excellence, for brochure entitled "Preview," 1977
 Columbia Advertising Club, Bronze Addy Award, for brochure entitled "Preview," 1977
 Corporation for Public Broadcasting, Local Programming Award for Best Cultural Documentary, to WSCI-FM for *The Hucksters of Old Charleston*
 Ohio State Award for AMERICAN POPULAR SONG WITH ALEC WILDER & FRIENDS, 1978
 Freedom Foundation, George Washington Honor Medal Award for AMERICA COUNTS
 Action for Children's Television, National Achievement Award for STUDIO SEE
 Southern Educational Communications Association (SECA) Best Instructional Television Program for UNDER THE BLUE UMBRELLA
 American Women in Radio and Television (AWRT), AWRT Educational Foundation Special Award to ETV for STUDIO SEE
 American Legion Auxiliary, 1978 Golden Mike Award for THE SPIDER'S WEB
 Columbia Advertising Club Addy Award, First Place Award for a radio spot for the S. C. Office of Energy
 Columbia Advertising Club Addy Award, First Place for the multi-image slide presentation *The Journey*

Columbia Advertising Club Addy Award, Third Place Award to
 WRJA-TV for a UHF Reception Brochure
 Columbia Advertising Club Addy Award, First Place for a Promo-
 tional TV Spot for ETV's 20th Anniversary
 Columbia Advertising Club Addy Award, Honorable Mention for a
 STUDIO SEE TV spot
 American Advertising Federation Third District Addy Award, Sil-
 ver Medal for the multi-image slide presentation *The Journey*
 Internal Revenue Service (IRS), Certificate of Merit for SEVEN30
 American Academy of Television Arts and Sciences, Emmy nomi-
 nation for CINEMATIC EYE
 1979 Southern Educational Communications Association Program
 Awards for Public Radio, Certificate of Merit to WEPR-FM for
 THE BREAKFAST SHOW: WITH STROM THURMOND
 1979 Radio and Television News Directors Association of the Caro-
 linas Broadcast Competition, first place in the documentary
 category to WEPR-FM for THE SHADOW OF STANDING
 INDIAN
 1979 Park Seed Company of Greenwood, S. C. Special Presenta-
 tion, a Gold Platter to Willie Freeland of THE GARDEN SPOT
 for the production of his 200th program in THE GARDEN
 SPOT series
 1979 National Association of Educational Broadcasters Graphics
 and Design Awards, Certificate of Recognition for the set
 design for the instructional television program THE WHITE
 CAT
 1980 South Carolina Hospital Association, Broadcast Award for
 Excellence in Reporting Health Care News to WJWJ-TV for its
 documentary LOW COUNTRY PROFILE: THE COMPREHEN-
 SIVE WAY
 1980 Columbia Advertising Club Addy Award, Certificate of Merit
 in the Print Material: Miscellaneous category for the press kit
 promoting THE LIVELY ARTS series
 1980 Columbia Advertising Club Addy Award, Certificate of Merit
 in the Public Relations: Single Entry, Print category for the
 press kit promoting FEELINGS ... WITH DR. LEE SALK
 1980 Columbia Advertising Club Addy Award, Certificate of Merit
 in the Public Relations Campaign category for the press kit
 promoting the series JAPAN TODAY
 1980 Ohio State Awards, winner in the Performing Arts and Hu-
 manities: Adult/General Audience for the CINEMATIC EYE
 episode entitled *Banquets in the Dark* co-produced by S. C.
 ETV, the University of South Carolina and Janus Films

- 1980 Ohio State Awards, winner in the Performing Arts and Humanities: Adult/General Audience category for the mini-program *The Dancer*
- 1980 Corporation for Public Broadcasting Awards, honorable mention and nomination for best children's program to the instructional radio series CATCH ON
- 1980 Corporation for Public Broadcasting Awards, nomination for best cultural documentary for ALEC WILDER REMEMBERS MILDRED BAILEY
- 1980 Council for Advancement and Support of Education, Special Merit Award for Excellence for THE WINTHROP CHALLENGE and PERSPECTIVE produced by WNSC-TV
- 1980 Southern Educational Communications Association Public Television Program Promotion Category, Certificate of Merit for the LEGACY OF GENIUS: THE STORY OF THOMAS ALVA EDISON promotion campaign
- 1980 Southern Educational Communications Association Public Television Programming Category, Certificate of Merit for the NATURESCENE segment on "Winter Beaches"
- 1980 Southern Educational Communications Association Public Television Programming Category, Certificate of Merit for the FEELINGS . . . WITH DR. LEE SALK program on "Handicapped Children"
- 1980 Southern Educational Communications Association Instructional Radio Programming Category, Certificate of Merit for CATCH ON
- 1980 Southern Educational Communications Association Instructional Television Programming Category, Certificate of Merit for WAYS OF THE LAW
- 1980 National Association of Educational Broadcasters Graphic and Design Awards Competition, "Best of Show" Gold Award for the program opening to THE WRITER'S WORKSHOP
- 1981 Printing Industry of the Carolinas Association Annual Printing Competition, First Place Award in the Non-Process Educational Posters Category for the SOUP TO NUTS poster
- 1981 Columbia Advertising Club Addy Award, First Place Award in the Print Materials Category (Catalogs) for the 1980-81 ITV/R RESOURCES BOOK
- 1981 Columbia Advertising Club Addy Award, First Place in the Public Service Television Category for a TV spot on teenage pregnancy
- 1981 Columbia Advertising Club Addy Award, First Place in the Public Service Campaign Category for the SPOLETO '81 print materials

- 1981 Columbia Advertising Club Addy Award, Certificate of Merit in the Public Relations Category for the on-air promos and print materials for THE WRITER'S WORKSHOP
- 1981 Corporation for Public Broadcasting Public Radio Program Awards in the music category for MARIAN McPARTLAND'S PIANO JAZZ II
- 1981 Southern Educational Communications Association Programming Awards, Certificate of Merit for the program "I'm Adopted" from the UNDER THE YELLOW BALLOON series
- 1981 Southern Educational Communications Association Promotion Awards, Certificate of Merit for the promotion campaign for SPOLETO '80
- 1981 George Foster Peabody Award for THE AMERICAN SHORT STORY
- 1982 Citizens for Advancement of the Physically Handicapped Award for contributions to the "International Year of the Disabled Person"
- 1982 Edward Howard Armstrong Award for Excellence in Radio Programming, 1981 music award for Educational Radio's national production, MARIAN McPARTLAND'S PIANO JAZZ II
- 1982 Southern Education Communications Association Best Performance and Best Radio Award for MARIAN McPARTLAND'S PIANO JAZZ II
- 1982 Southern Education Communications Association Special Jurist Award for Educational Radio's BACKSTAGE WITH RICHARD MOHR
- 1982 Southern Educational Communications Association Certificate of Merit for Educational Radio's GRANDMA MOSES
- 1982 Southern Educational Communications Association Certificate of Merit for Educational Radio's SPOLETO '80 CHAMBER MUSIC
- 1982 Southern Educational Communications Association Program Inserts Award for Educational Radio's DIRECTION TO SERVANTS
- 1982 International Film and Television Festival Gold Medal, Network Documentary Category for ETV co-production THE CRISCO KID
- 1982 National Association of Educational Broadcasters Graphic and Design Award for WRITER'S WORKSHOP promotion
- 1982 National Association of Educational Broadcasters Graphic and Design Award for the SPOLETO '80 poster
- 1982 National Association of Educational Broadcasters Graphic and Design Award for the EARLY CHILDHOOD EDUCATION TEACHER'S GUIDE

- 1982 National Association of Educational Broadcasters Graphic and Design Award for the press kit cover for THE LIVELY ARTS
- 1982 Southern Educational Communications Association Radio Programming Award, Certificate of Merit for the program "First Life Crisis," from the Educational Radio series MOSAICS
- 1982 Southern Educational Communications Association Radio Program Inserts Award for the program "Falcon Tree — The Hunt," from the Educational Radio series MOSAICS
- 1982 Southern Educational Communications Association Radio Cultural Award for REMEMBERING ALEC WILDER
- 1982 Southern Educational Communications Association Instructional Television Certificate of Merit for the program "Steven's Creek," from the NATURESCENE series
- 1982 Southern Educational Communications Association Best Series Promotion Award for Television for SPOLETO '81
- 1982 Southern Educational Communications Association Television Special Achievement Award for "Willie Stark," an opera produced by ETV for GREAT PERFORMANCES
- 1982 The John R. Haney Award for Best Public Television Program for 1981 for *Willie Stark*
- 1982 The Ohio State Award for Excellence in Educational, Informational and Public Affairs Broadcasting for the program "The Beautiful Phantom of Daisy Bank," from the series THE PALMETTO SPECIAL
- 1983 The Information Film Producers of America (IFPA) Bronze Cindy Award in the Education/Humanities Division for BACKSTAGE WITH RICHARD MOHR
- 1983 The 1982-83 Alfred I. DuPont/Columbia University Award for Broadcast Journalism; a Special Citation for THE CRISCO KID
- 1983 The Southern California Motion Picture Council Golden Halo Award for SIX-GUN HEROES
- 1983 The South Carolina State Recreation Award for the WNSC — Rock Hill production LIFE, BE IN IT
- 1983 Columbia Advertising Club Addy Award, Silver Award in the Direct Mail Category for JUMP OVER THE MOON
- 1983 PICA Awards Honorable Mention for Excellence in Concept, Design, Presentation and Printing; Nonprocess Press Kit Classification

VII. HISTORY

The following brief outline of the development and accomplishments of South Carolina's educational television system is included for reference purposes and as a basis of comparison for future developments.

1. **1957-58:** The General Assembly passed a concurrent resolution which called for a study of the use of television in the public schools. R. M. Jefferies Jr. was chairman of the subcommittee that carried out that study. On March 11, 1958, the committee recommended that a pilot project be set up in one Columbia school.
2. **1958-59:** In the summer of 1958, a studio was built at Dreher High School and equipment installed under the direction of Henry J. Cauthen, technical director. During the school year, French and geometry were offered and the project was evaluated by R. Lynn Kalmbach of the Columbia City Schools. Public school ETV course enrollment: 300.
3. **1959-60:** Educational television services were extended to five Columbia area schools and algebra was added to the programming originating from Dreher. Public school ETV course enrollment: 1,561.
4. **1960-61:** The General Assembly created the South Carolina Educational Television Commission with R. M. Jefferies Jr. serving as chairman. The Commission selected R. Lynn Kalmbach as general manager. Four courses were offered on video tape to 31 schools in 11 counties. To provide for this closed circuit expansion, the first reduced tariff rate for educational television in the nation was negotiated. Public school ETV course enrollment: 3,297.
5. **1961-62:** ETV course offerings were increased to seven. State agencies began utilizing ETV for continuing professional education with a pioneering program in post-graduate medical education. For the first time, continuing professional education for South Carolina teachers was available through the ETV system. The closed circuit network was extended to include 50 schools in 26 counties. Public school ETV course enrollment: 14,397.
6. **1962-63:** ETV course offerings increased to eleven. The closed circuit network was extended to all counties, reaching 155 public high schools, 36 elementary schools, most state colleges, all university extension centers, five private colleges, two private high schools and ten hospitals. Public school ETV course enrollment: 18,463.

7. **1963-64:** In September, the ETV Network signed on its first open circuit station, WNTV in Greenville, with WITV in Charleston signing on a few months later. ETV course offerings continued to expand. Public school ETV course enrollment: 47,203.
8. **1964-65:** With the state in the midst of a dramatic business and industrial expansion, specialized training for personnel in these fields was offered. The closed circuit network continued to expand and funds were appropriated for the third open circuit station to be located in Columbia. In June, General Manager R. Lynn Kalmbach passed away. Public school ETV course enrollment: 88,704.
9. **1965-66:** Henry J. Cauthen was named Executive Director of the ETV Network. ETV services expanded and diversified, offering elementary school series, programs for the general public, and increased series for continuing professional education with special emphasis on teacher education. The nation's first statewide program for training of law enforcement officers was begun. Public school ETV course enrollment: 90,308.
10. **1966-67:** The Columbia open circuit station, WRLK-TV, signed on and was named in honor of the late R. Lynn Kalmbach. Extensive programming for elementary schools was offered for the first time through the three broadcast stations. ETV offerings for the public schools reached a total of 32 courses. Construction was begun on the next two stations of the state's open circuit network. Public school ETV course enrollment: 172,858.
11. **1967-68:** WJPM-TV, Florence, signed on September 3 and was named for the Honorable James Pierce Mozingo III of Darlington. On September 5, WEBA-TV, Barnwell, signed on and was named for the Honorable Edgar Allen Brown of Barnwell. A demonstration project of multi-channel closed circuit transmission was initiated in 46 secondary schools in Greenville, Florence and Darlington counties. Public school ETV course enrollment: 294,696.
12. **1968-69:** On the basis of highly successful initial results, two additional channels were added to the Florence and Greenville multi-channel projects. In January, coverage for the Rock Hill area was added through the utilization of a translator. The Southern Educational Communications Association (SECA), a non-profit organization consisting of nearly half of the ETV stations in the nation (serving states from Maryland to Texas) was organized and headquartered in

Columbia. At this time, the national public broadcasting network was established, interconnecting all ETV stations in the country, and the South Carolina ETV Network became the feeder point for all ETV stations in the Southern section of the country. Public school ETV course enrollment: 327,420.

13. **1969-70:** Two additional channels and three schools were added to the closed circuit multi-channel network in the Spartanburg area. The nation's first live domestic satellite transmission was organized in Columbia by the S. C. ETV Commission. This historic program was transmitted from Columbia for live broadcast in Los Angeles, California. Public school ETV course enrollment: 472,362.

14. **1970-71:** The University of South Carolina, in cooperation with the ETV Commission, began a program of graduate study for South Carolina businessmen who wished to work toward an advanced degree in Business Administration. Classes were transmitted "live" over the ETV Network to 13 receiving classrooms throughout South Carolina. Each receiving classroom had "talkback" facilities so that all students could have direct audio contact with the professor and/or other students. Students who qualified for admission to the program could complete all degree requirements in three calendar years while continuing regular employment. Similar talk-back programs were being conducted for teachers and nurses, and other programs were scheduled to begin with various agencies and educational institutions. Color mobile facilities were placed in operation, permitting the production of programs in every community in the state. Public school ETV course enrollment: 409,962.

15. **1971-72:** System expansion was accomplished through the wiring of 1,042 classrooms in elementary schools to receive the broadcast stations and through the extended use of portable video tape recording equipment throughout the state. The system's impact on the national educational broadcasting scene was increased through the production of programs for national broadcast, through the election of President and General Manager Henry Cauthen to the Board of Directors of the Public Broadcasting Service, through Network participation in the planning of an Adult Learning Program Service, and through additional national and regional programming awards. A color studio facility was put into operation and local instructional programs were first produced in color. The Network was again studied inten-

sively; it was again unanimously lauded by its appraisers. The Governor's Management Review Study Commission not only proclaimed that the Network was "accomplishing its mission" but also, among other favorable recommendations, recognized that the transmission system should be extended to every school and teacher in the state for both economic and educational reasons. The Commission further recommended that new production and transmission headquarters were required for efficient operation. Support of ETV was further evidenced with the passage by the General Assembly of \$3.6 million in bonds to extend open circuit coverage in the state. Public school ETV course enrollment: 510,914.

16. **1972-73:** The Network began operation of its FM educational radio network with the sign-on of WEPR in Greenville. This made possible the beginning of numerous services for blind and other handicapped South Carolinians. The closed circuit network was being expanded to 31 additional schools, higher education and other locations, and 97 schools received increased multi-channel service. Local origination facilities, including studio and network programming capabilities, were created for the Columbia schools. Higher education institutions began receiving a second channel of service in 16 locations to make possible multi-channel origination for the innovative MBA and parallel programs. Further increases in services to the public schools, to higher education, to adult education, and to children's programming occurred. Public school ETV course enrollment: 608,991.

17. **1973-74:** The S. C. Educational Radio Network increased its services to the state with the sign-on of WSCI in Charleston, the second of five projected stations in the radio network. Federal funds were also granted to construct another educational radio station in Sumter, and the General Assembly authorized \$2.2 million in bonds to further extend open circuit coverage. Henry Cauthen received a Presidential appointment to the National Council on the Arts. ETV services to higher education increased dramatically, with 58 courses offered for college credit. The General Assembly authorized bonds to permit the construction of a permanent ETV headquarters and studio facility. The closed circuit network expanded multi-channel service to 139 additional schools. Installation was completed of an Instructional Television Fixed Service in Florence County to serve 17 schools,

11 of which, prior to installation, received no closed circuit programming. This new concept in transmission and reception of instructional television allowed many schools to receive instructional programming at a substantial savings. An expanded system of television reception and special scheduling was provided to support the highly innovative quin-mester program in the Rock Hill area. Public School ETV course enrollment: 783,938.

18. **1974-75:** The ETV Network began construction of long-planned transmitting stations for Beaufort and Sumter; simultaneously, those two communities began construction of production facilities for those stations and the regional distribution centers of the closed circuit network in their respective areas. The local tape and delay center for re-broadcasting instructional programs to the Spartanburg schools began operation. A teaching studio was created by the Lake City schools for feeding the 2500/MHz system constructed last year and for teaching electronic maintenance and production to high school students. Closed circuit service was improved by installing a second channel of service in 44 schools; a third channel in 116; second and third channels in 5; a fifth channel in 1; fourth, fifth and sixth channels were added to 5 schools; and 21 schools were connected to the network which had never previously received any closed circuit service. In summary, closed circuit service was upgraded in 192 schools throughout the state. The most dramatic increases in ETV services were in the field of higher education. Five open circuit courses were offered for college credit at home, and more than 50 full credit courses were offered on closed circuit. Improved and increased service to state agencies resulted in well over a million dollars in savings to the state, through statewide conferences held over the closed circuit which eliminated the travel and expenses normally associated with such meetings. One out of every eight South Carolinians (318,167) was enrolled in formal course credit over ETV. Public school course enrollment alone increased by 23.5% over the previous year. Public school ETV course enrollment: 968,411.
19. **1975-76:** WRJA-TV, Channel 27 in Sumter and WJWJ-TV, Channel 16 in Beaufort signed on in early September as the first of a series of additional S. C. ETV program outlets with local production studios provided by local communities. In addition, local funding was approved for studio facilities in Rock Hill, Spartanburg, Conway and Aiken, with construc-

tion complete at York TEC in Rock Hill. In the field of higher education, 5,205 were enrolled in one of over 60 college credit courses offered over the ETV closed circuit or broadcast facilities. Educational radio services expanded dramatically with 20 Instructional Radio courses offered for the first time beginning in February. Over 10,000 students were enrolled in these classroom courses. Radio service was also expanded to include transmitting stations WMPR-FM from Sumter, and WLTR-FM from Columbia. A total of 178 products were produced for 34 state agencies and seven state associations at notable out-of-pocket savings to the state. Programming for the medical profession rose to 10 hours per week. STUDIO SEE, a S. C. ETV-produced program series for adolescents, was selected as one of the 28 programs to be presented nationally in the 1976-77 season by the Public Broadcasting Service. Eighty Instructional Television courses were offered for the public schools with an enrollment of 1,097,032.

20. **1976-77:** Federal Communications Commission approval was received for the Rock Hill television and radio stations to operate on UHF Channel 30 and FM 88.9 megahertz; with a Federal grant from HEW, the Network was able to begin planning equipment purchases. Construction of a transmitting tower for Rock Hill was scheduled to begin in the summer of 1977, with a projected sign-on of January 1978. In December 1976, South Carolina became the second state in the nation to have a statewide weather information system, operated by the National Weather Service in conjunction with ETV. Transmitted from six ETV stations, the service provides round-the-clock broadcasts and emergency warnings on current weather conditions. ETV began participation in an experiment with the Southern Educational Communications Association (SECA) to explore the use of satellite transmission for educational communications. Using a NASA Communications Technology Satellite (CTS), ETV programs would be transmitted from Columbia to stations in 15 states. In January 1977, the S. C. ETV series STUDIO SEE began broadcasts nationwide on over 200 member stations of the Public Broadcasting Service. Designed for youngsters aged 10-15, the series received an endorsement from the National Education Association as "recommended viewing" and was selected for a second season for broadcast on PBS (beginning in 1978). LOWELL THOMAS REMEMBERS II, produced by SCEA through the facilities of S. C. ETV, also began

airing nationwide. AMERICAN POPULAR SONG WITH ALEC WILDER & FRIENDS, a series produced by the S. C. Educational Radio Network through a grant from the National Endowment for the Arts and aired nationwide on National Public Radio, was the recipient of a coveted George Foster Peabody Broadcasting Award, the only public radio production to be so honored during the year. S. C. ETV participation became an integral part of the first American Spoleto Festival, held in Charleston in May-June 1977. In addition to providing South Carolinians with nightly coverage of this milestone cultural event, ETV produced a preview of the festival for nationwide broadcast and videotaped Gian Carlo Menotti's opera, *The Consul*, which was scheduled for nationwide broadcast in 1978 as a GREAT PERFORMANCE SPECIAL. Twenty instructional radio courses were offered during the 1976-77 school year. The growing enthusiasm of teachers for this relatively new learning resource was evidenced by a dramatic increase in utilization: Over one-fourth of all schools in the coverage area reported active use of instructional radio, and over 20,000 students were enrolled in radio courses — almost double the utilization figure for 1975-76. In the field of higher education, ETV broadcast 64 college credit courses, enrolling 4,063 students. Station WRJA in Sumter produced two courses for Winthrop College, bringing its total to five such courses, which are broadcast over CATV in Rock Hill. Approximately 720 medical programs were distributed over ETV to teaching hospitals; 34 programs were produced with TEC. The number of state agencies being served by ETV almost doubled, with projects produced for 61 percent of all agencies. Ninety-four instructional television courses were offered for the public schools, with an enrollment of 1,316,623.

21. **1977-78:** ETV continued its pioneering exploration of satellite technology in a variety of programming areas. November 1977 marked the Network's first use of a satellite for continuing medical education, with the broadcast of a seminar originating from the Disease Control Center in Atlanta and the National Library of Medicine in Bethesda, Md. In November, S. C. ETV jointly broadcast the first simultaneous radio and television satellite transmission in history, live from Trinity Cathedral in Columbia; the program was transmitted to stations in the 15-state SECA coverage area. In December, S. C. ETV produced the U. S. segment of CHRISTMAS AROUND THE WORLD, a live satellite broadcast originating

simultaneously from seven countries. In January 1978, ETV produced 21 hours of continuing medical education, a co-operative venture with the Medical University of South Carolina, the University of South Carolina, Spartanburg General Hospital and Richland Memorial Hospital. Transmitted via satellite to closed circuit locations throughout the Southeast and to 30 hospitals in Ohio, the program also involved a two-way viewing system in some in-state locations. In May, ETV joined the PBS satellite system, scheduled to link public television stations in all 50 states, Puerto Rico and the Virgin Islands — the most extensive facility of its kind in the world. ETV programming for nationwide audiences continued to include STUDIO SEE and LOWELL THOMAS REMEMBERS. Other public television productions included a live debate between William F. Buckley Jr. and Ronald Reagan on the Panama Canal Treaties; Gian Carlo Menotti's opera *The Consul*, taped at the previous year's Spoleto Festival in Charleston; and SPOLETO USA: A FESTIVAL DISCOVERS AMERICA, a view of the previous year's festivals in both Charleston and Spoleto, Italy. At the second Spoleto U.S.A. in May-June 1978, the Network again provided viewers statewide with nightly coverage of the festival, in addition to videotaping Samuel Barber's opera *Vanessa*, which was scheduled for PBS airing in 1979. STUDIO SEE received a National Achievement Award from Action for Children's Television (ACT); the series was also added to PBS' instructional broadcast schedule nationwide. AMERICAN POPULAR SONG WITH ALEC WILDER & FRIENDS, a S. C. ERN production for NPR, won an Ohio State Award, the oldest program competition in broadcasting. In January 1978, WNSC-TV, Channel 30, and WPRV-FM 88.9 in Rock Hill signed on with a limited broadcast schedule. Both stations were scheduled to initiate full broadcasting in July. ETV President and General Manager Henry Cauthen was named to the Carnegie Commission, charged with conducting a study of the future of public broadcasting. Cauthen was also elected Chairman Pro Tem of the Board of PBS, the first time a station manager had been elected to such a position. Twenty-nine instructional radio courses were offered during the school year, with a 55 percent increase in series enrollment. ETV broadcast 60 closed circuit and five open circuit college credit courses; the latter included a new series, CINEMATIC EYE, a study of classic European films. One hundred and five instructional television courses were

offered for the public schools with an enrollment of 1,545,319.

22. **1978-79:** S. C. ETV celebrated its 20th anniversary year with expanded services to the state's citizens in a variety of areas. In July, WNSC-TV, Channel 30, Rock Hill, became a full-service television station with a full schedule of evening programs in addition to the in-school offerings begun earlier in the year. FCC applications were filed for permission to begin construction on transmitter towers for television stations in Conway, Greenwood and Spartanburg, slated to go on the air in mid-1980. Public television production for use over public television stations nationwide, as well as within South Carolina, increased, with S. C. ETV producing the final season of STUDIO SEE for kids, CINEMATIC EYE for college credit and film buffs, the opera VANESSA from Spoleto; THE LIVELY ARTS with Theodore Bikel, and FEELINGS . . . WITH DR. LEE SALK for family viewing. In addition, the Network broadcast and sent by satellite to PBS stations daily coverage of the SPOLETO FESTIVAL for a two-week period. In instructional television, S. C. ETV was one of eight stations producing the essential learning skills project, THINKABOUT, for fifth and sixth graders nationwide. S. C. ETV contributed to the election process by offering training for poll workers statewide, producing debates between major candidates, participating in the PBS special ELECTION '78 and, following the elections, covering the new governor's inauguration festivities. The network's radio production MARIAN McPARTLAND'S PIANO JAZZ premiered on National Public Radio stations. For use within the state's schools, S. C. ETV produced a law-related education series for teens entitled WAYS OF THE LAW and continued production on a driver education series, THE RIGHT WAY, and on the instructional radio vocabulary series CATCH ON. In the field of higher education, S. C. ETV worked closely with the state's independent colleges in a consortium effort to provide them with some of the over 70 courses offered for USC students via ETV. Network President and General Manager Henry J. Cauthen continued to bring attention to South Carolina and its ETV system by serving on the Carnegie Commission on the Future of Public Broadcasting, the PBS Board of Directors and the University of Mid America National Panel of Advisors. He was also honored as the year's inductee into the S. C. Broadcasters Association Hall of Fame and with the receipt of an honorary doctoral degree from the University

of South Carolina. The Network honored its commission chairman of 20 years, Richard M. Jefferies, Jr., with a resolution on his leaving the board, and welcomed his replacement Walter R. Pettiss. S. C. ETV was honored with a regional Addy award, an IRS commendation, an Emmy nomination for CINEMATIC EYE, and as the working site for two Ford Foundation scholars. One hundred and fourteen instructional television courses were offered for the public schools with an enrollment of 1,618,906.

23. **1979-80:** S. C. ETV's position as a major producer for public broadcasting (both television and radio) was demonstrated by a record number of productions for national and regional broadcast. In July, a Network production team traveled to Durham, N. C. to videotape a performance of the Paul Taylor Dance Company at the American Dance Festival; this program aired live over PBS as part of the SUMMERFEST series. September marked the premiere of JAPAN TODAY, a six-part series on contemporary Japanese lifestyles, hosted by Frank Blair and offered to PBS stations nationwide via satellite. In September, FEELINGS . . . WITH DR. LEE SALK, a 13-part series featuring noted child psychologist and author Dr. Lee Salk, made its debut on PBS. In December, LEGACY OF GENIUS: THE STORY OF THOMAS ALVA EDISON, a documentary on the famous inventor hosted by Eric Sevareid, aired on PBS. In February, the Network joined public television station WGBH/Boston in presenting a second season of the highly-acclaimed series THE AMERICAN SHORT STORY, the first American television series to be purchased by the BBC. Also in February 1980, the University of South Carolina's Longstreet Theatre was the setting for the ETV production of S. C. DEBATE '80, an early entry in PBS' election-year coverage which featured Republican Presidential hopefuls Howard Baker, George Bush, John Connally and Ronald Reagan in a debate format. This live television event was offered in several versions, including a live Spanish language feed (the first of its kind), a signed version for the deaf, and a simulcast for all S. C. ERN stations. Continuing a tradition of support for Charleston's Spoleto Festival, ETV offered SPOLETO '80, ten half-hours of comprehensive reports on festival events, nationwide via satellite. In addition to television coverage of this important cultural event, Spoleto became accessible to public radio listeners throughout the country for the first time as NPR broadcast ten half-hour SOUNDS OF SPOLETO programs and ten hour-long

CHAMBER MUSIC CONCERTS from the festival — both produced by the S. C. Educational Radio Network. Other S. C. ERN productions which aired nationwide included a special tribute to Hoagy Carmichael recorded at the 1979 Newport-in-New York Jazz Festival; a program in the NPR series ENERGY AND THE WAY WE LIVE; and a new opera by composer Thomas Pasatieri, recorded at the Abbeville Opera House for air on NPR WORLD OF OPERA. In the field of instructional programming, the 1979-80 school year saw the debut on S. C. ETV of the legal education series WAYS OF THE LAW, the first of its kind in the country; and THINKABOUT, a series on essential learning skills developed through a consortium of 35 state and provincial agencies in the U. S. and Canada. As one of eight THINKABOUT producers, S. C. ETV contracted to produce nine of the 60 lessons in the series. CATCH ON, the first instructional radio series produced by S. C. ERN, also premiered in the fall of 1979. ETV was awarded federal grants totaling \$101,300 for the activation of a public radio station in Beaufort and an Instructional Television Fixed Services (ITFS) distribution system for Georgetown schools. ETV President and General Manager Henry Cauthen was elected vice chairman of the board of directors of PBS, the highest board office that a PBS station executive may hold. An 11-member Community Advisory Board was formed, with distinguished medical researcher Dr. Albert Sabin as its chairman, to review ETV and Radio programming policies and make recommendations to the ETV Commission on ways to improve the agency's service to the state.

24. **1980-81:** S. C. ETV continued the development of its statewide distribution system with the sign-on of WJWJ-FM in Beaufort and with school service on a limited power basis on television stations WRET-TV/49 in Spartanburg and WHMC-TV/23 in Conway. The Spartanburg station was named in honor of the late Richard E. Tukey, a member of both the ETV Commission and the Board of Directors of the ETV Endowment of S. C. Due to budget cuts, these two stations, designed to have local production facilities, operated only as transmitters. Radio stations in Sumter and Rock Hill underwent call letter changes to reflect their association with the television stations in their area. The Sumter station became WRJA-FM and the Rock Hill station WNSC-FM. Jack W. Newton was named by Governor Richard Riley to succeed Walter R. Pettiss as chairman of the S. C. ETV Commis-

sion. The Legislature funded the beginning of the S. C. Film Office under the direction of S. C. ETV and the office brought approximately \$4 million in income to South Carolina businessmen from the production of three made-for-tv movies and several commercials. Continuing its assistance to S. C. state agencies and business and industry, S. C. ETV made a commitment this year to inform both groups of the savings made by conducting meetings and seminars via teleconferences. More than 200 teleconferences were held through the S. C. ETV system, saving over \$1 million in travel costs for the various groups served, which included, State Board for Technical and Comprehensive Education, Medical University of South Carolina, DHEC, South Carolina Bar, U. S. Department of Agriculture, the American Film Institute and the South Carolina Fire Academy. Also serving the business and industrial community were two series — MAKING IT WORK, funded by CETA and designed to teach unskilled employees how to get and keep a job, and THE PRODUCTIVITY CHALLENGE, a co-production with The American Productivity Center in Houston, designed to improve the efficiency and effectiveness of American workers. On the national scene, S. C. ETV continued to provide programming for use on other PBS stations, including 10 half-hours from SPOLETO '81; ISAMU NOGUCHI, a portrait of the sculptor; THE SHOCK OF THE NEW, the highly acclaimed look at modern art; THE AMBASSADORS, a dramatization of the Henry James novel; and A NIGHT IN TUNISIA: A MUSICAL PORTRAIT OF DIZZY GILLESPIE. On the statewide level, S. C. ETV produced programming for South Carolinians ranging from TO LIFE: YOGA WITH PRISCILLA PATRICK to OPENLINE WITH JOHN WEST, a documentary on Ambassador West's last days in Saudi Arabia. Regular S. C. public affairs series included OPENLINE, FOR THE PEOPLE, UPCLOSE and STATEHOUSE REPORT. CAROLINA TO SHANGHAI was a special made possible by a unique exchange program at the University of South Carolina. In the public radio area, S. C. Educational Radio Network continued as one of the few stations producing materials for use by other NPR stations throughout the country. Among the new series were a second set of MARIAN MCPARTLAND'S PIANO JAZZ: 10 chamber music concerts from SPOLETO '81; and BACKSTAGE WITH RICHARD MOHR, a unique look at the world of opera. Also produced by SCERN for national broadcast was REMEMBERING ALEC WILDER, a

tribute to the musician following his death. In the area of instructional television for the public schools, S. C. ETV began an extensive study to explore new delivery systems for secondary school programming, and premiered three locally produced series, UNDER THE YELLOW BALLOON, a social studies series for second and third graders, GUITAR, GUITAR, an instructional series on playing the guitar, and THE RIGHT WAY, a driver education series for high school students. Production continued on THE PALMETTO SPECIAL, a high school series on South Carolina history, HARMONY, a multi-media cultural series, and GETTING THE MESSAGE, a teacher certification course. As part of its service to higher education, S. C. ETV broadcast six courses for college credit at home. Instructional radio courses totaled 54 for a total enrollment of 81,017. Instructional television courses totaled 141 with a total course enrollment of 1,965,011.

25. **1981-82:** A major study was completed this year which recommended the replacement of the currently leased line distribution system with a state owned Instructional Television Fixed Services System. This new system, to be completed in cooperation with the Division of General Services, will save the state over \$400 million over the next twenty years. The capability of providing evening programs for the general public was added at the Spartanburg and Conway stations this year, as WRET-TV/49 and WHMC-TV/23 began broadcasting the full schedule of other stations. However, budget cuts this year caused a loss of local programming at the WEPR-FM station for the Greenville area and the loss statewide of a double television schedule. With the use of its satellite uplink, the Network expanded its teleconferencing services by originating or participating in several national teleconferences for such organizations as the Institute for Electrical and Electronic Engineers, the American Bar Association and the American Management Association. ETV continued to use this new means of meeting for saving state agencies money. All 340 fire chiefs in the state participated in a series of 8 training sessions to earn certification. In the area of early childhood education, ETV premiered PROMISES, a four-part training series for day care center workers, which was a cooperative effort among ETV, the State Department of Education, the State Department of Social Services, and the USC College of Education. In the field of medical education, ETV continued to offer over 90 hours a month of

continuing education material to over 30 hospitals in the state. S. C. ETV was selected this year as the National Center for Instructional Television and will transmit via satellite over 1000 hours of instructional television programming for use in public schools nationwide. Gov. Robert E. McNair was named a lay representative and ETV President Henry J. Cauthen, a station representative to the PBS Board. In addition, Cauthen was elected vice chairman of the Board. S. C. ETV continued to provide programs to PBS stations with grants received from various corporations and foundations. These included the opera WILLIE STARK which was last year's premiere program in the GREAT PERFORMANCES series. Others were A BOND OF IRON, WORLD OF COOKING, WE WERE GERMAN JEWS and THE SUN DAGGER. Through its satellite uplink, S. C. ETV shared two of its local productions with PBS affiliates nationwide — TO LIFE: YOGA WITH PRISCILLA PATRICK and SIX GUN HEROES. ETV continued as one of four major producers of the award-winning PBS series, AMERICAN PLAYHOUSE. In the national ITV arena, S. C. ETV produced four programs for the new national fourth grade math series, IT FIGURES. Radio national productions included A HAYDN-STRAVINSKY CELEBRATION, EILEEN FARRELL's AMERICAN POPULAR SINGERS and the third season of MARIAN McPARTLAND's PIANO JAZZ. ETV crews also joined the Governor and his task force on an economic tour of Israel, documenting the trip for S. C. viewers. ETV offered more telecourses on open circuit broadcast than ever before with 13 courses in conjunction with seven colleges being offered in the fall; 18 courses with eight colleges in the spring, and seven courses with two universities in the summer. Instructional radio courses totaled 56 for a total enrollment of 79,986. Instructional television courses totaled 143 with a total course enrollment of 2,145,544.

26. **1982-83:** The phase-out of the leased line distribution system with a state-owned Instructional Television Fixed Services (ITFS) System began this year. The new system will utilize ETV's 11 transmitting towers to relay programs instead of the costly telephone lines. S.C. ETV continued to expand its teleconferencing services by holding two satellite video conferences for the Institute of Electrical and Electronics Engineers, and other teleconferences for the American Management Association, the S.C. Fire Marshalls, and a "Moving Into Management" teleconference that reached

over 2,000 women in the fields of public television and radio. During 1982-83, ETV broadcast 88 college credit courses on open and closed circuit for 15 colleges and universities, with a total enrollment of 2,886. Instructional Radio courses totalled 56 for a total enrollment of 67,851. Instructional Television courses totalled 144 with a total course enrollment of 2,098,616. In 1982, ETV became the uplinking point for the national instructional television schedule. An average of seven daily hours of ITV programming is fed via satellite Monday through Friday to PBS stations across the country. In the area of higher education, ETV produced JUMP OVER THE MOON, a college-level telecourse about childrens' literature, in cooperation with the University of South Carolina. Also, ETV and U.S.C. have implemented a joint marketing effort to offer for lease and/or purchase series which the two agencies have co-produced: JUMP OVER THE MOON, THE BASICS, CONVERSATIONS IN AMERICAN GOVERNMENT, WRITER'S WORKSHOP and AND THEN THERE WERE 13. Other telecourses in various stages of development are THE CHINESE: A TELECOURSE ON CHINA AND ITS PEOPLE; THE NEW SCHOOL OF JOURNALISM; and WOMEN IN HISTORY. In the field of medical education, S.C. ETV participated in 12 satellite programs aimed at the medical profession. Approximately 1,400 medical programs were distributed over ETV's closed circuit lines to 29 hospitals statewide and to 15 viewing sites belonging to the Department of Health and Environmental Control. S.C. ETV continued to produce and provide programs nationwide to PBS stations. These included MAN OF LETTERS, GREAT DECISIONS '83, THE WORLD OF JAMES JOYCE, TO DANCE FOR GOLD, FESTIVAL! SPOLETO U.S.A., and ACTION-PACKED CLIFFHANGERS. ETV also taped a locally-held debate headed by William F. Buckley, to air as part of the national series FIRING LINE. This year ETV offered an added bonus: viewers' guides to accompany the series TO LIFE! YOGA WITH PRISCILLA PATRICK, SIX-GUN HEROES, PAINTING WITH ILONA and ACTION-PACKED CLIFFHANGERS. ETV also offered a NATURESCENE Field Guide and a "Six-Gun Heroes Anthology" to aid viewers of these series. ETV continued as one of the four major producers of the award-winning PBS series, AMERICAN PLAYHOUSE, and ETV President Henry J. Cauthen was elected chairman of this consortium. For local viewers statewide, ETV televised a live debate between Lieutenant Governor candidates; A

CHORAL CHRISTMAS CARD with the Columbia Choral Society, simulcast over all S.C. Educational Radio stations; Workshop Theatre's production of THE STINGIEST MAN IN TOWN; A HAYDN COMMEMORATIVE; DEBUT; and ART'S THE THING! ETV received a grant from the National Endowment for the Humanities to begin production on TALES OF THE UNKNOWN SOUTH, adaptation of short stories by leading authors. S.C. Educational Radio began production on a fourth series of MARIAN McPARTLAND'S PIANO JAZZ, and also produced another season of the SPOLETO CHAMBER MUSIC CONCERTS. Columbia station WLTR-FM participated as one of six test markets for a new children's radio program, RADIO FREE DODO, which was produced in the studios of S.C. ERN. S.C. ERN also applied to the FCC for two new radio stations: one for Conway and one for Greenwood.

The South Carolina Educational Television Commission was created to provide a comprehensive educational opportunity for all citizens of the state. From its inception, the educational television system has been committed to the ambitious task of uplifting, broadening and diversifying educational opportunities for all South Carolinians, regardless of age, educational level or location. The Commission and its Network have received acclaim from around the world for its carefully designed, comprehensive transmission system and for its innovative programming and award-winning production accomplishments.

The Commission's statutory authority is contained in Section 21-60 of the Code of Laws of the State.

VIII. STAFF

2712 Millwood Avenue
P. O. Drawer L
Columbia, S. C. 29250

Henry J. Cauthen, *President and General Manager*: 758-7201
Thomas L. Stepp, *Senior Vice President for Operations*: 758-7210
William S. Hart, *Senior Vice President for Programming*: 758-7122
Peter L. Anderson, *Vice President of Production*: 758-7342
Charlton W. Bowers, *Vice President of Engineering*: 758-7312
William D. Hay, *Vice President of Educational Radio*: 758-7318
George W. Hopkins Jr., *Vice President of Systems Development,
Planning & Network Services*: 758-7216
Joseph T. Karr, *Vice President of Administrative Services*: 758-7222
Charles S. Morris, *Vice President of Programming Operations*:
758-7208
Bobbi J. Kennedy, *Vice President of Continuing Education*: 758-7261
June B. Licata, *Vice President for Regional Stations and Community
Relations*: 758-7212
Patricia P. Dressler, *Director, Publications and Information*:
758-7284

WJWJ-TV
P. O. Box 1165
Beaufort, S. C. 29902
Ronald L. Schoenherr, *Manager*: 524-0808

WRJA-TV
P. O. Box 1836
Sumter, S. C. 29150
James L. Barnard, *Manager*: 773-5546

WNSC-TV
P. O. Box 11766
Rock Hill, S. C. 29730
Robert M. Frierson, *Manager*: 324-3187

FM Radio Stations:

WLTR-FM, Columbia, Dick Phipps, *Manager*: 758-7318
WEPR-FM, Greenville
WSCI-FM, Charleston, John Dozier, *Manager*: 881-1160
WMPR-FM, Sumter

IX. REPORTS BY ETV TO THE PUBLIC

ETV reports on its activities to the Budget and Control Board, the Governor, the General Assembly and the general public in many ways and publications. Among the most appropriate and current of these are the following:

south carolina SCENE, a monthly magazine providing information on S. C. ETV and S. C. ERN activities;

ITV Staff Development Schedule, a day-by-day listing of staff development programs for teachers which is mailed nine times a year;

ITV/Radio Newsletter, a source of relevant information for users of ETV's instructional programming, mailed three times a year;

South Carolina Instructional Television/Radio Resources, 1980-81, a catalog of ITV and instructional radio programs and schedules, published annually;

Instructional Radio Teacher's Guide, 1981-82, a catalog of lesson content and suggested classroom activities for all instructional radio series;

ITV Lesson Guides, individual lesson guides containing lesson content and suggested classroom activities for instructional television series;

South Carolina ETV Annual Report;

ETV: An Overview, a general information booklet on services ETV provides for South Carolinians;

The ETV Coloring Book, a behind-the-scenes look at television created especially for the hundreds of young viewers who tour the Network facilities annually;

Crime to Court, a summary of information contained in each CRIME TO COURT program, published monthly;

"ETV Shows Off," a reprint of an article from *Sandlapper* magazine, September 1978;

You'll Like the Looks of Channel 49 Spartanburg for Instructional Programming, a brochure targeted at elementary teachers in the Spartanburg area which told about the instructional television programs they could receive on ETV's newest station, WRET-TV49 in Spartanburg;

"Teleconferences . . . The Answer for the '80s," a reprint of an article on ETV's role in developing teleconferences from the *south carolina SCENE*;

Close-Up, a twice-yearly report on network activities to ETV Endowment members and ETV Commissioners;

ITV/R Annual Report, an assessment of the resources and services provided to the students and educators of the public school system. Distributed annually to members of the General Assembly, School Board members and anyone interested in education in South Carolina;

South Carolina Educational Television, How It's Done Elsewhere, a reprint of an article from *Tarheel* magazine, June 1981.

X. ORGANIZATIONAL STRUCTURE

The South Carolina ETV Network is organized into three major functional groups — Administrative, Operations and Programming.

Administrative Functional Group

The Administrative Functional Group is under the supervision of the president and general manager. The group consists of the Administrative Support Department, Division of Administrative Services, Division of Community Services and Regional Stations, Public Information and Publications Department, and the Division of National Programming and Development.

The Administrative Support Department directly assists the president and general manager in carrying out the daily duties that involve the overall activities of the agency.

The Division of Administrative Services is composed of the Accounting and Personnel departments. The Accounting Department assists the President in the fiscal management of the agency: budget formulation and execution, maintenance of all accounting records, cost reduction and cost control, equipment control, approval of expenditures of all funds, and purchasing of supplies, equipment and services. The Personnel Department is responsible for planning and implementing personnel management procedures: recruitment, training, classification and compensation, employee relations, leave records, employee benefits, and preparation and distribution of payrolls.

The Division of Community Services and Regional Stations includes the three regional stations which have local production facilities: WRJA-TV 27, Sumter, serving the Pee Dee; WJWJ-TV 16, Beaufort, serving the Low Country; and WNSC-TV 30, Rock Hill, serving northern South Carolina. The regional stations extend the Network's broadcast signal to schools and residents of their coverage areas. The stations are responsible for the development and production of programming which is responsive to the needs of South Carolinians in their areas. Local productions include pro-

gramming in minority affairs, public affairs, cultural affairs, continuing education, higher education and college credit courses, technical education, state agency training, business and industry, early childhood development and education as well as other programs of community and general interest.

The Public Information and Publications Department is responsible for delivering information about ETV services and activities to its various viewing and listening audiences. Information is sent to the news media as well as directly to the specific people involved in the project or program. All publications and public relations activities are also coordinated in this office as well as the activities of the Still Photography Department.

The Division of National Programming and Development is charged with development of national public television projects and their funding.

Operations Functional Group

Under the supervision of a senior vice president, the Operations Functional Group consists of the divisions of Production, Engineering and Systems Development/Planning and Network Services.

The Division of Production is responsible for studio and field television production, cinematography and the total graphic look and output of South Carolina ETV. Its staff members are responsible for a wide variety of products: television programs of all types, films, slide-tape presentations, animation, set design and construction, design and illustration of on-air and printed graphic materials, and production support of the other divisions within South Carolina ETV. They combine technical and artistic expertise to produce a full range of programs and services for the public.

The Division of Engineering is responsible for the transmission of television and radio programs and the maintenance and operation of the TV and FM transmitters around the state. Those working in studio engineering handle the maintenance and technical operation of equipment at the ETV Center.

The Division of Systems Development/Planning & Network Services provides the essential mechanical and support services necessary to the effective work of the agency and manufactures the printed and other support material and efforts necessary to coordinate the use of the ETV resources in the schools.

This division also provides the planning, development, operation and maintenance of the statewide non-broadcast telecommunications distribution systems as well as the planning, installation and maintenance of reception systems within the schools of

South Carolina. The current statewide non-broadcast telecommunications distribution system is a leased microwave/cable system and is in the process of being replaced by an owned Instructional Television Fixed Services (ITFS) network.

Specific areas of responsibilities include printing, shipping and receiving, building maintenance, planning and development, custodial services, security, safety, inventory control, utilities, shop, office equipment and supplies, transportation, telephone communications, field technical services and non-broadcast telecommunications.

Programming Functional Group

The divisions of Local Programming and Scheduling, Radio and Educational Services make up the Programming Functional Group which are under the supervision of a senior vice president.

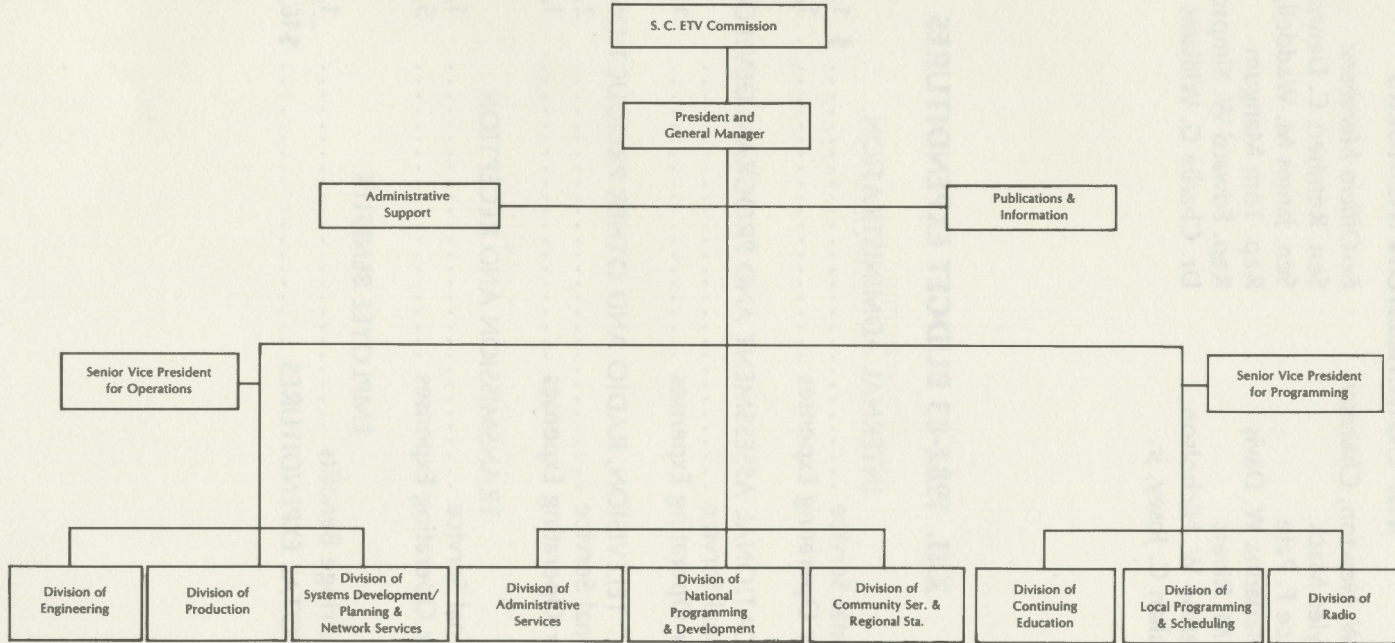
The Division of Local Programming and Scheduling is responsible for the development of local open-circuit programs, scheduling of all public television programming, and log preparation for all circuits and NOAA, the statewide weather information system.

The Division of Radio consists presently of six educational FM radio stations: WEPR in Greenville, WSCI in Charleston, WRJA in Sumter, WLTR in Columbia, WNSC in Rock Hill and WJWJ in Beaufort. The division is responsible for the transmission of instructional radio programs for the state's public schools, staff development programs for teachers, and the programming development, production, content and scheduling of educational, cultural and public affairs programming for the general public. In addition, the Division of Radio provides special subchannel transmission for visually-handicapped South Carolinians, in cooperation with the S. C. Commission for the Blind. Local production facilities at each station are responsible for meeting the needs of their coverage areas and providing programming in response to these needs. The S. C. Educational Radio Network is the state's outlet for programs of National Public Radio, provided at no cost to the state.

The Division of Continuing Education provides developmental and planning services (workshops, consultations, specific project research and script writing) to higher education, medical and technical education institutions and state agencies in the area of professional education. The division's services are also available to state associations and business and industry within South Carolina.

Continuing Education is responsible for the distribution and marketing of ETV programs and the in-house training of network personnel, too.

XI. ORGANIZATIONAL CHART



XII. COMMISSION MEMBERS

Jack W. Newton, *Chairman*
B. Bayles Mack
Wallace F. Pate
Dr. Marianna W. Davis
John M. Rivers
Katherine W. Nicholson
Dr. Julian C. Josey, Jr.

Ex-Officio Members:
Sen. Rembert C. Dennis
Sen. James M. Waddell, Jr.
Rep. Tom Mangum
Rep. Edward W. Simpson, Jr.
Dr. Charlie G. Williams

XIII. 1982-83 BUDGET EXPENDITURES

INTERNAL ADMINISTRATION

Personal Service	\$ 1,053,751
Other Operating Expenses	1,640,864

EDUCATIONAL ASSESSMENT AND PROGRAM DEVELOPMENT

Personal Service	515,685
Other Operating Expenses	1,070,095

TELEVISION, RADIO AND OTHER PRODUCTION

Personal Service	2,744,674
Other Operating Expenses	1,376,380

TRANSMISSION AND RECEPTION

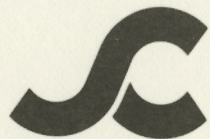
Personal Service	1,446,247
Other Operating Expenses	5,790,137

EMPLOYEE BENEFITS


Total Fringe Benefits	<u>1,019,865</u>
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TOTAL EXPENDITURES	\$16,657,698
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XIV. NETWORK MAPS Television

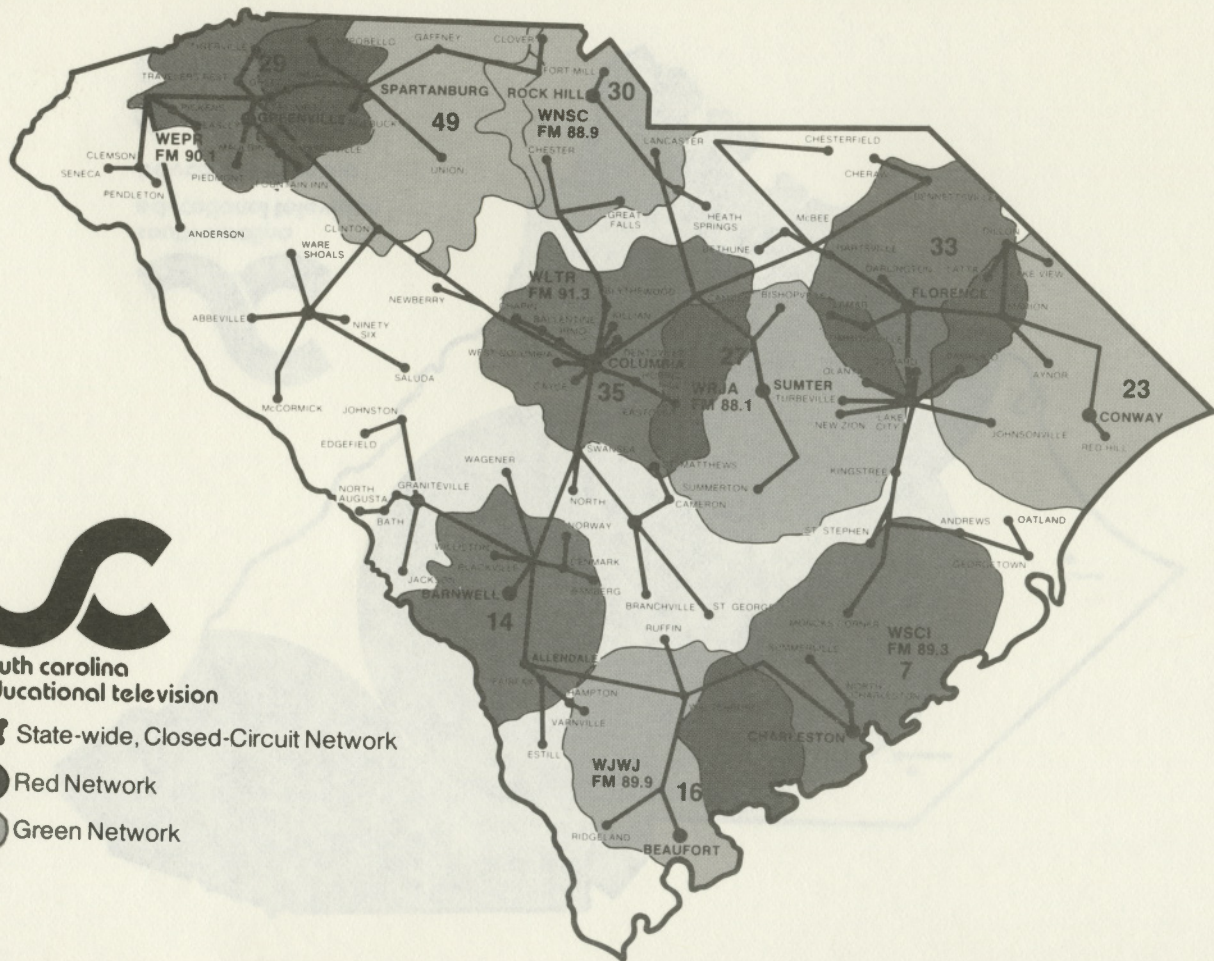


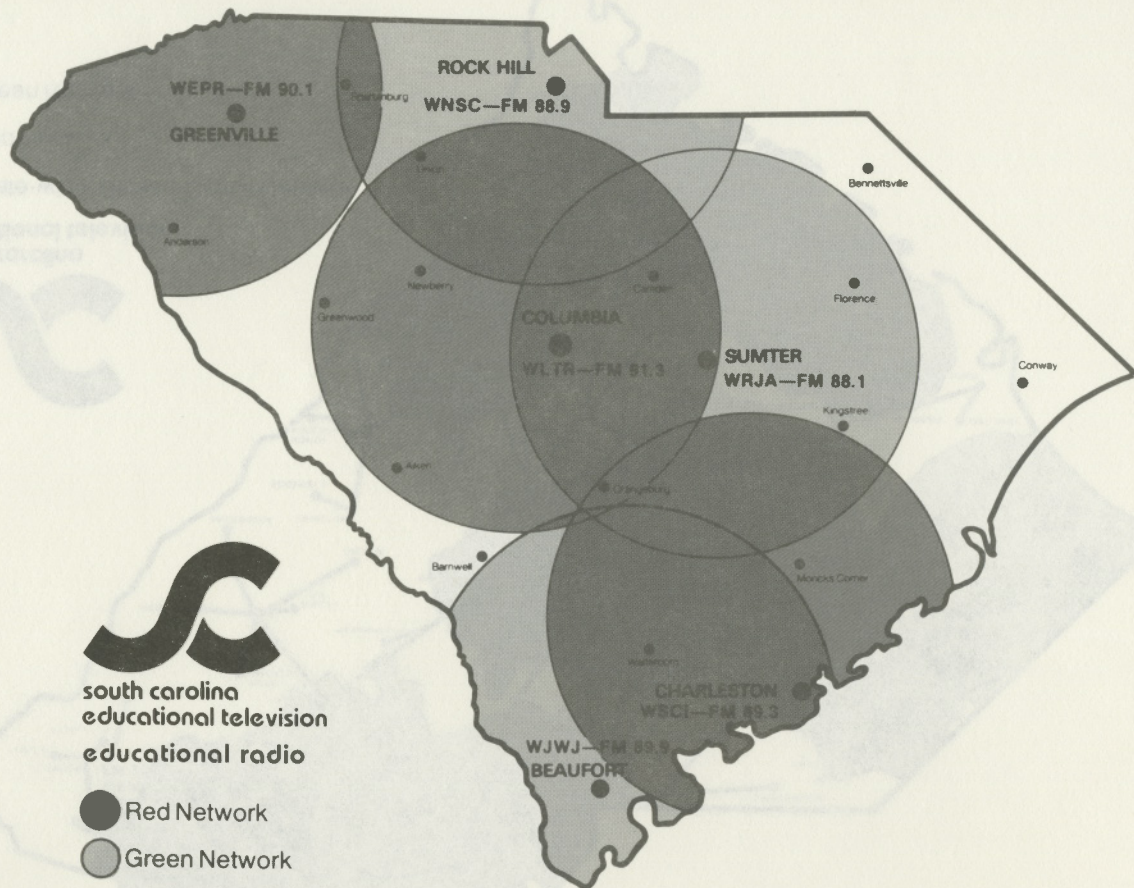
south carolina
educational television

 State-wide, Closed-Circuit Network

 Red Network

 Green Network





SC
 south carolina
 educational television
 educational radio

- Red Network
- Green Network

XV. SUMMARY, 1982-83

During its 24th year, S. C. ETV continued to expand and improve its services, utilizing new and existing technology to provide a variety of quality educational services to the state's citizens.

In line with its efforts to provide the state with more cost-efficient systems, the Network continued to expand its teleconferencing service, and satellite video conferences were held for groups ranging from fire marshalls to management professionals. The first phase of a state-owned Instructional Television Fixed Services (ITFS) System was initiated; by eliminating ETV's leasing of telephone lines, this system will result in enormous savings to the state.

Public school enrollment for 144 Instructional Television courses totaled 2,098,696, with 411,137 individual students in 1,005 schools using ITV. Instructional Radio course enrollment for 56 series totaled 67,851, with 35,486 individual students in 455 schools using this service. In the field of higher education, ETV broadcast 88 college credit courses for 15 institutions, with a total enrollment of 2,886.

S. C. ETV also provided a wide variety of programming and services for medical professionals, engineers, law enforcement officers, teachers, technical education, other state agencies, business and industry. In addition, the Network continued to offer the state's citizens a multitude of informative and enlightening public television programs in the evening and on weekends.

S. C. ETV's position as a leader among public television stations was enhanced by the production of college credit courses, public affairs and cultural specials, "how-to" and other series for nationwide audiences. The Network also became the uplink point for PBS's instructional television schedule, feeding approximately seven hours of programming to other PBS stations every weekday by satellite.

Response to Network programs and services continues to be positive, and usage by a wide variety of the state's population increases steadily. ETV will continue to expand its services as funds and technology permit.

